

(19) **United States**(12) **Patent Application Publication**
el Kaliouby et al.(10) **Pub. No.: US 2017/0098122 A1**(43) **Pub. Date: Apr. 6, 2017**(54) **ANALYSIS OF IMAGE CONTENT WITH ASSOCIATED MANIPULATION OF EXPRESSION PRESENTATION**(71) Applicant: **Affectiva, Inc.**, Waltham, MA (US)(72) Inventors: **Rana el Kaliouby**, Milton, MA (US);
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Daniel McDuff, Cambridge, MA (US)(73) Assignee: **Affectiva, Inc.**, Waltham, MA (US)(21) Appl. No.: **15/374,447**(22) Filed: **Dec. 9, 2016****Related U.S. Application Data**

(63) Continuation-in-part of application No. 15/262,197, filed on Sep. 12, 2016, which is a continuation-in-part of application No. 14/796,419, filed on Jul. 10, 2015, which is a continuation-in-part of application No. 13/153,745, filed on Jun. 6, 2011, said application No. 14/796,419 is a continuation-in-part of application No. 14/460,915, filed on Aug. 15, 2014, which is a continuation-in-part of application No. 13/153,745, filed on Jun. 6, 2011.

(60) Provisional application No. 62/265,937, filed on Dec. 10, 2015, provisional application No. 62/273,896, filed on Dec. 31, 2015, provisional application No. 62/301,558, filed on Feb. 29, 2016, provisional application No. 62/370,421, filed on Aug. 3, 2016, provisional application No. 62/217,872, filed on Sep. 12, 2015, provisional application No. 62/222,518, filed on Sep. 23, 2015, provisional application No. 62/265,937, filed on Dec. 10, 2015, provisional application No. 62/273,896, filed on Dec. 31, 2015, provisional application No. 62/273,896, filed on Dec. 31, 2015, provisional application No. 62/301,558, filed on Feb. 29, 2016, provisional application No. 62/370,421, filed on Aug. 3, 2016, provisional appli-

cation No. 62/023,800, filed on Jul. 11, 2014, provisional application No. 62/047,508, filed on Sep. 8, 2014, provisional application No. 62/082,579, filed on Nov. 20, 2014, provisional application No. 62/128,974, filed on Mar. 5, 2015, provisional application No. 61/352,166, filed on Jun. 7, 2010, provisional application No. 61/388,002, filed on Sep. 30, 2010, provisional application No. 61/414,451, filed on Nov. 17, 2010, provisional application No. 61/439,913, filed on Feb. 6, 2011, provisional application No. 61/447,089, filed on Feb. 27, 2011, provisional application No. 61/447,464, filed on Feb. 28, 2011, provisional application No. 61/467,209,

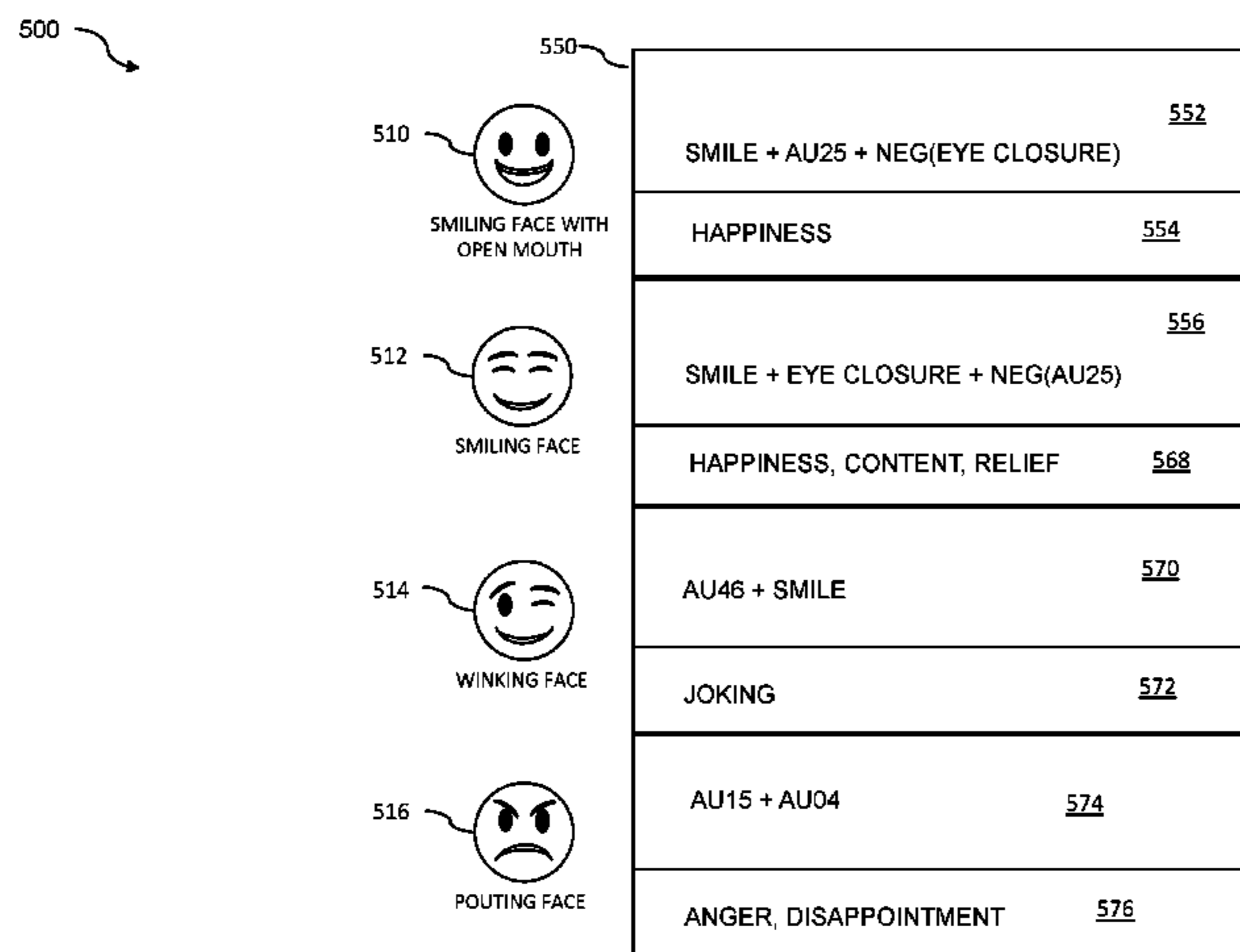
(Continued)

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G06K 9/42 (2006.01)
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(57) **ABSTRACT**

Image content is analyzed in order to present an associated representation expression. Images of one or more individuals are obtained and the processors are used to identify the faces of the one or more individuals in the images. Facial features are extracted from the identified faces and facial landmark detection is performed. Classifiers are used to map the facial landmarks to various emotional content. The identified facial landmarks are translated into a representative icon, where the translation is based on classifiers. A set of emoji can be imported and the representative icon is selected from the set of emoji. The emoji selection is based on emotion content analysis of the face. The selected emoji can be static, animated, or cartoon representations of emotion. The individuals can share the selected emoji through insertion into email, texts, and social sharing websites.



Related U.S. Application Data

filed on Mar. 24, 2011, provisional application No. 61/867,007, filed on Aug. 16, 2013, provisional application No. 61/924,252, filed on Jan. 7, 2014, provisional application No. 61/916,190, filed on Dec. 14, 2013, provisional application No. 61/927,481, filed on Jan. 15, 2014, provisional application No. 61/953,878, filed on Mar. 16, 2014, provisional application No. 61/972,314, filed on Mar. 30, 2014, provisional application No. 62/023,800, filed on Jul. 11, 2014, provisional application No. 61/352,166, filed on Jun. 7, 2010, provisional application No. 61/388,002, filed on Sep. 30, 2010, provisional application No. 61/414,451, filed on Nov. 17, 2010, provisional application No. 61/439,913, filed on Feb. 6, 2011, provisional application No. 61/447,089, filed on Feb. 27, 2011, provisional application No. 61/447,464, filed on Feb. 28, 2011, provisional application No. 61/467,209, filed on Mar. 24, 2011.

200 

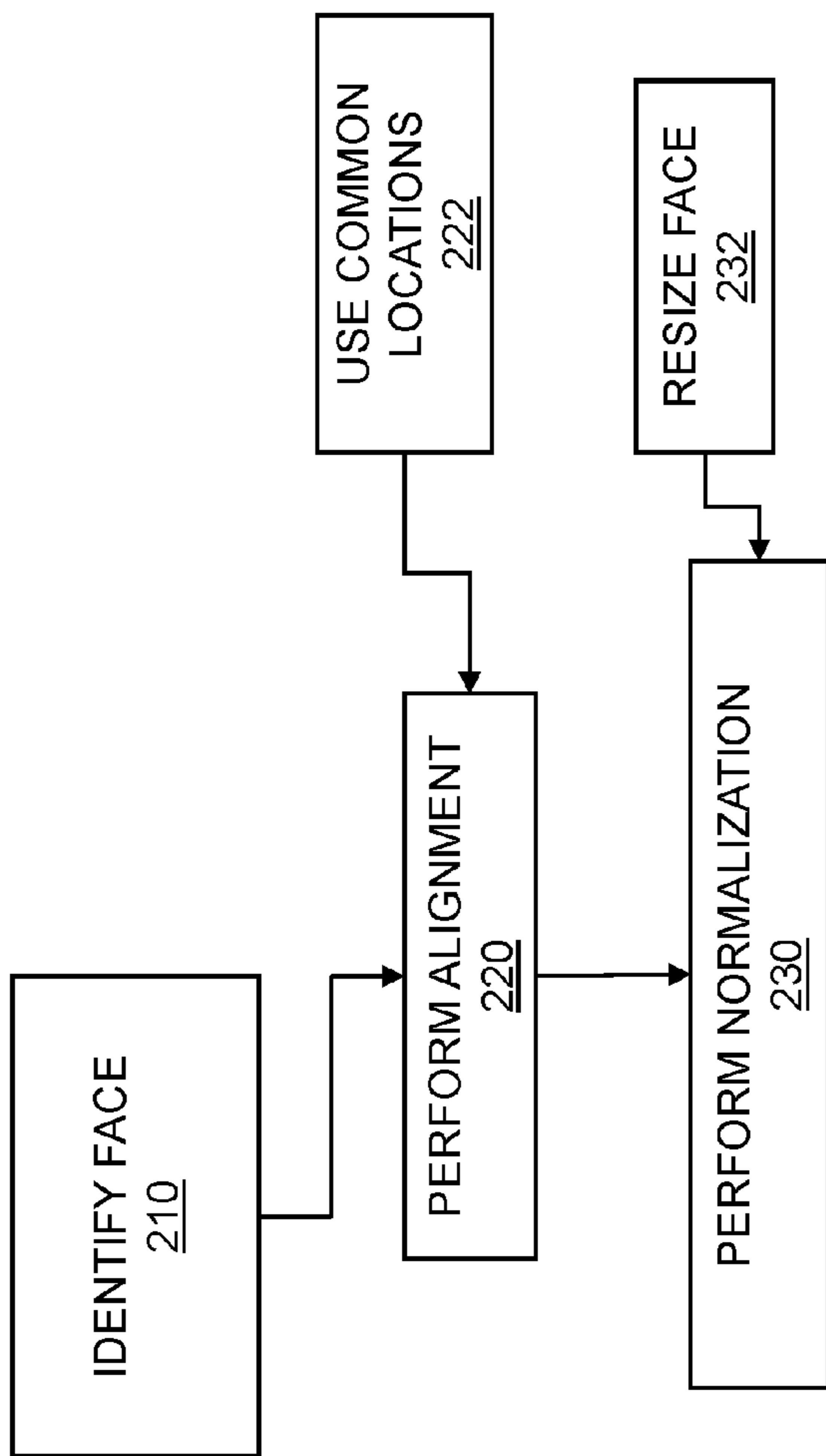


FIG. 2

300 ↗

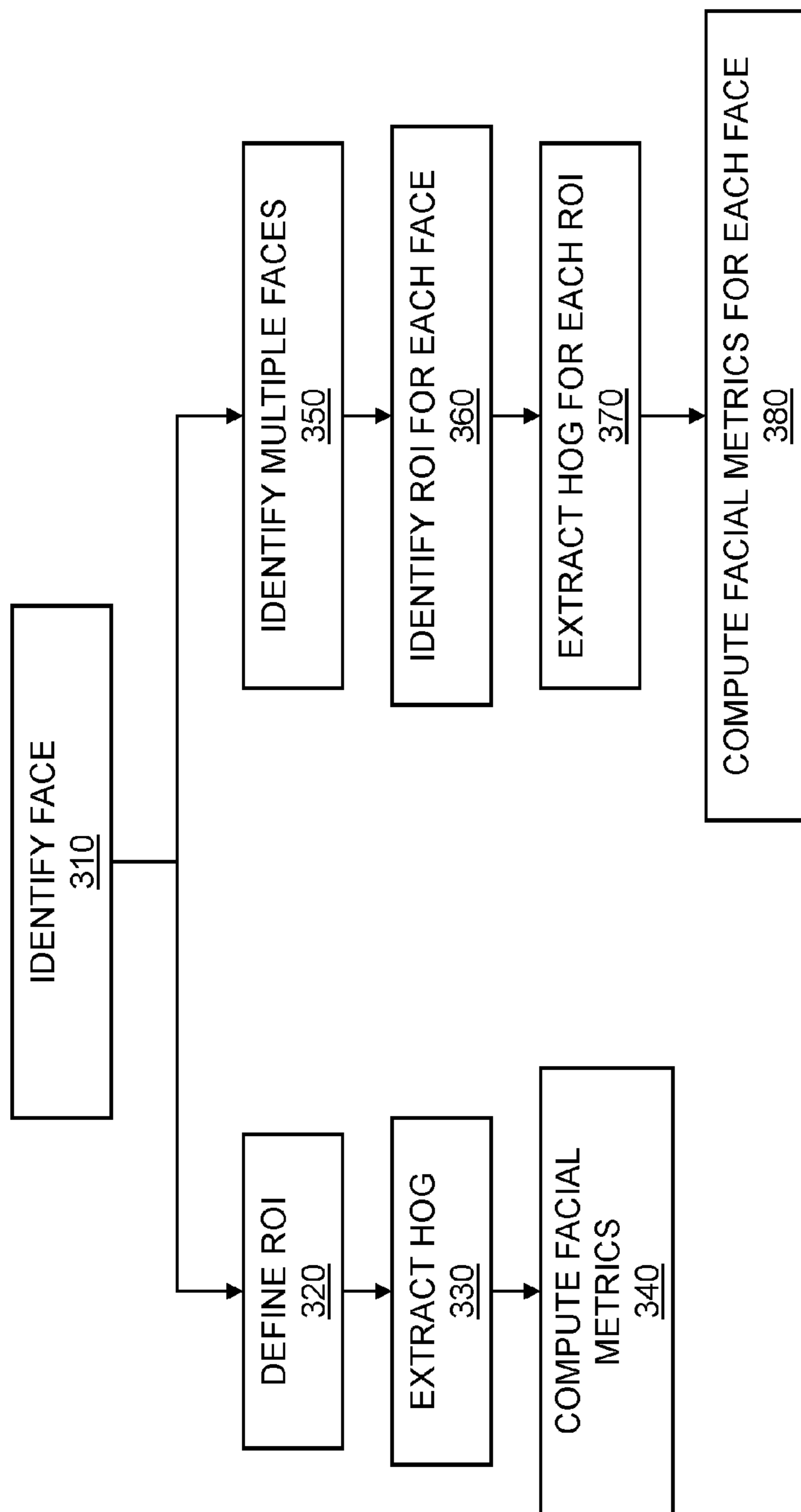


FIG. 3

400 ↗

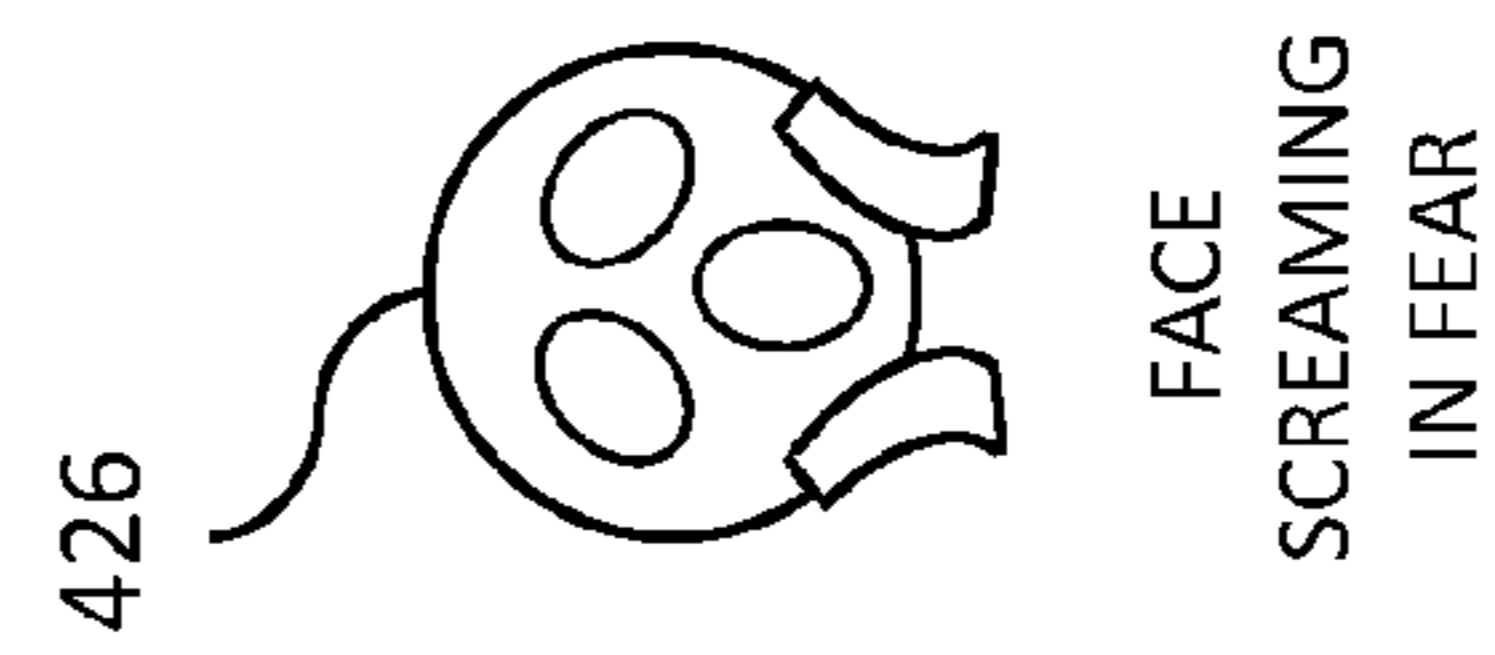
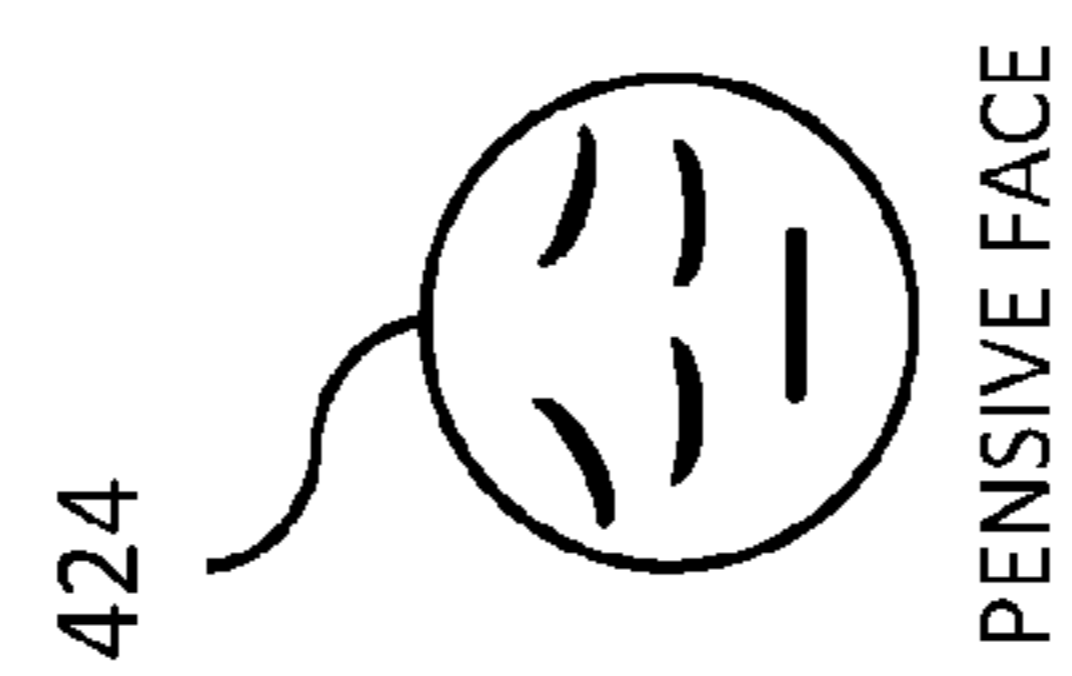
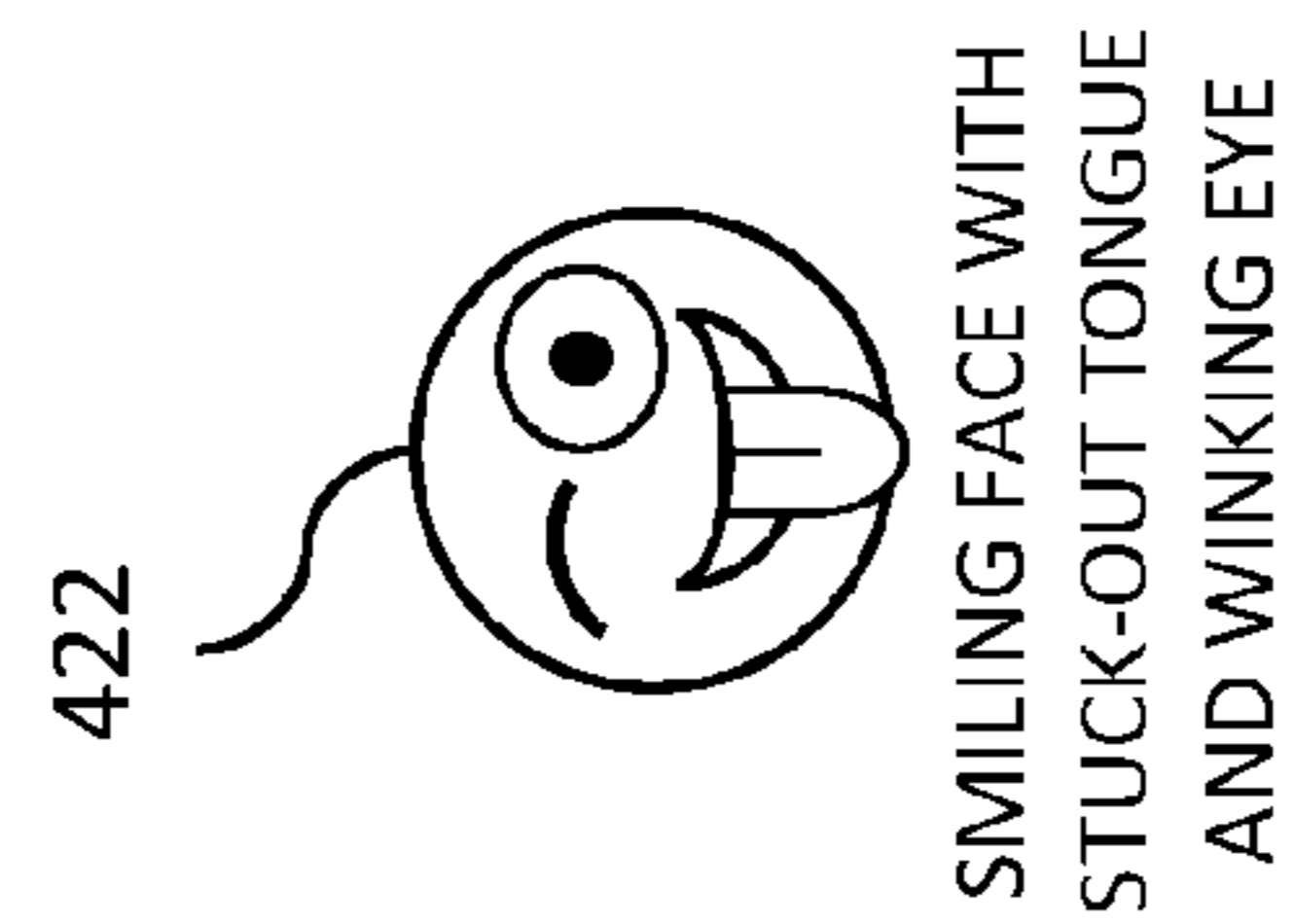
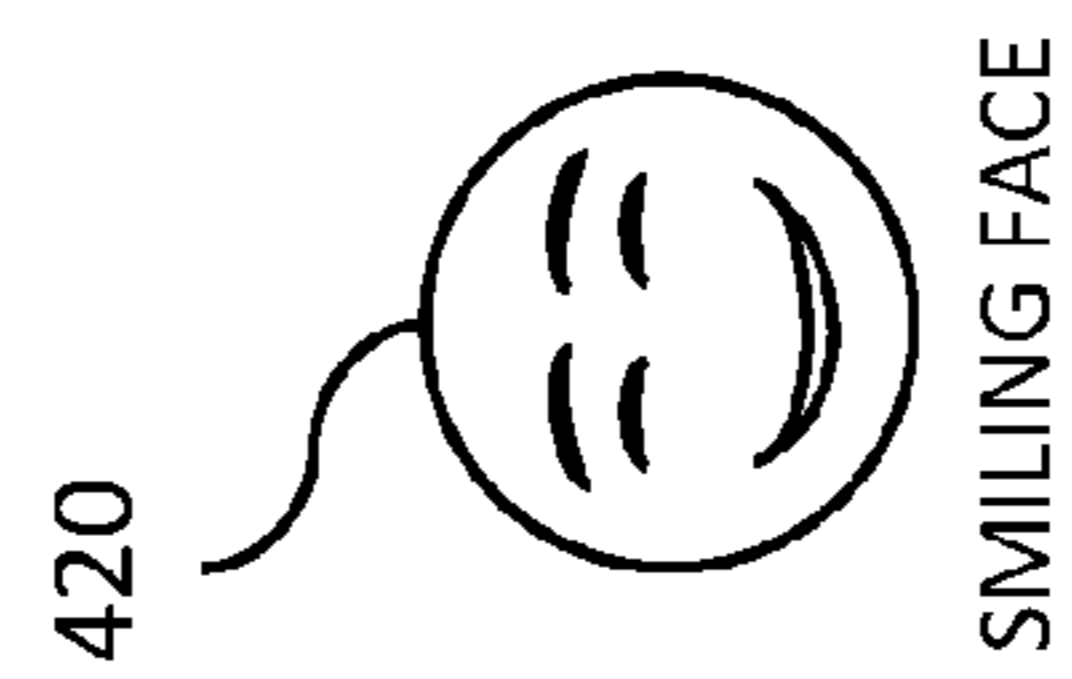
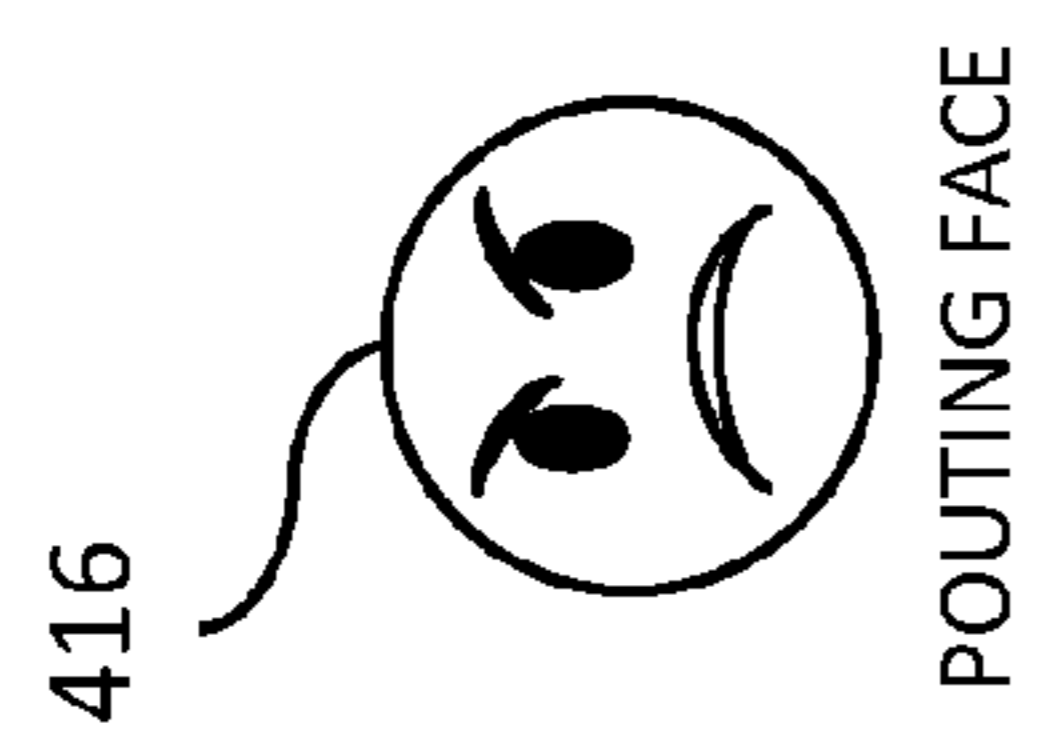
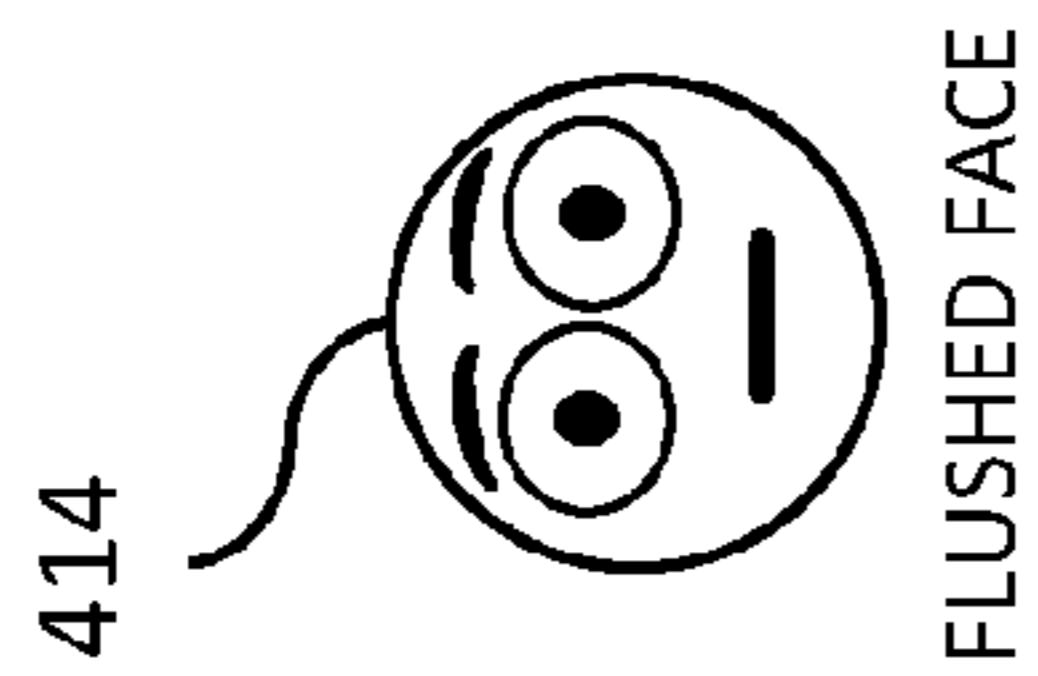
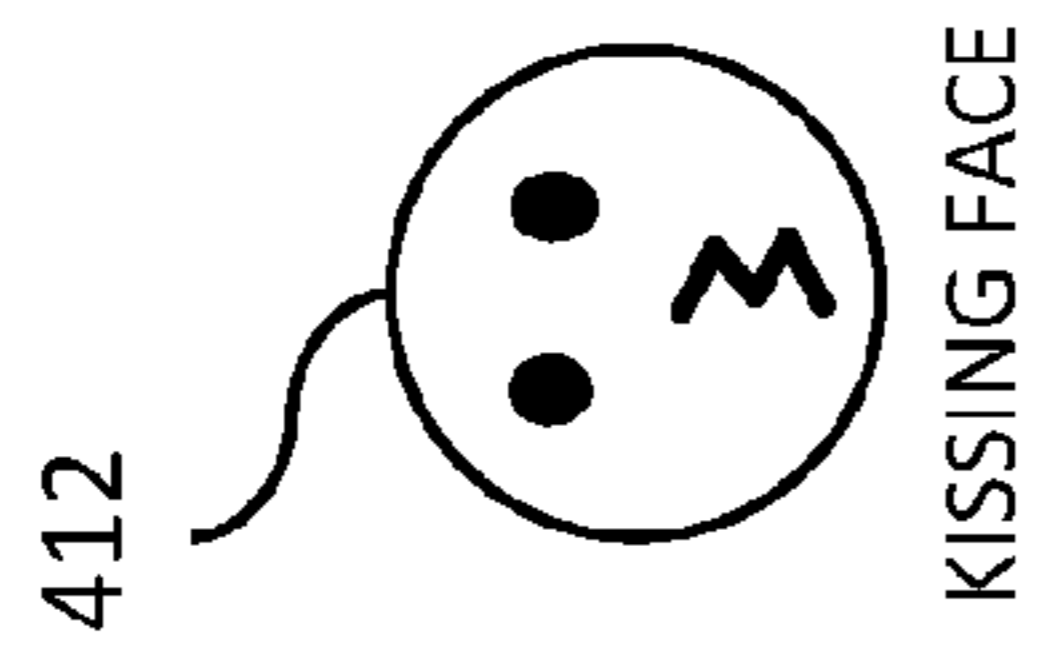
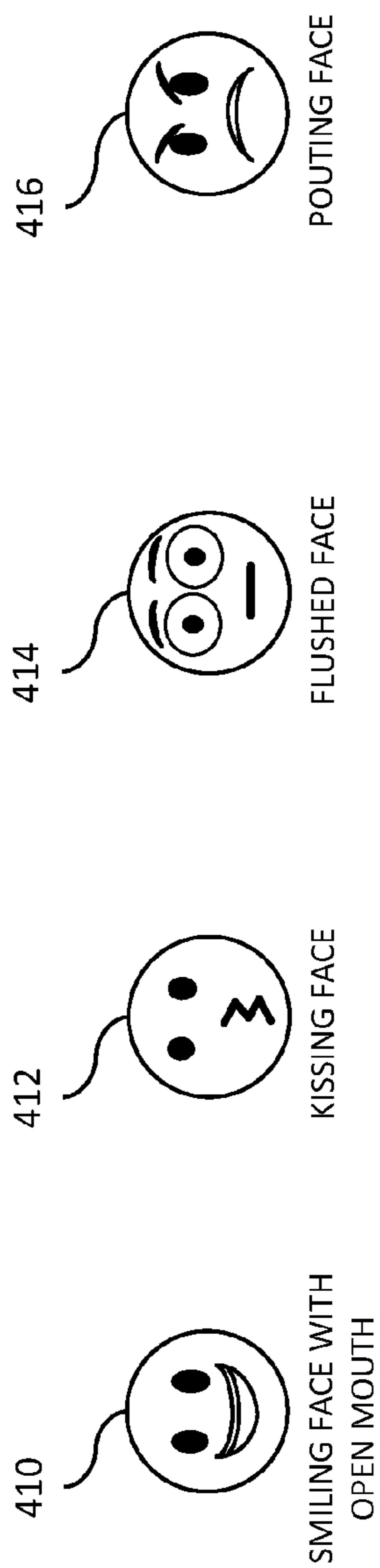
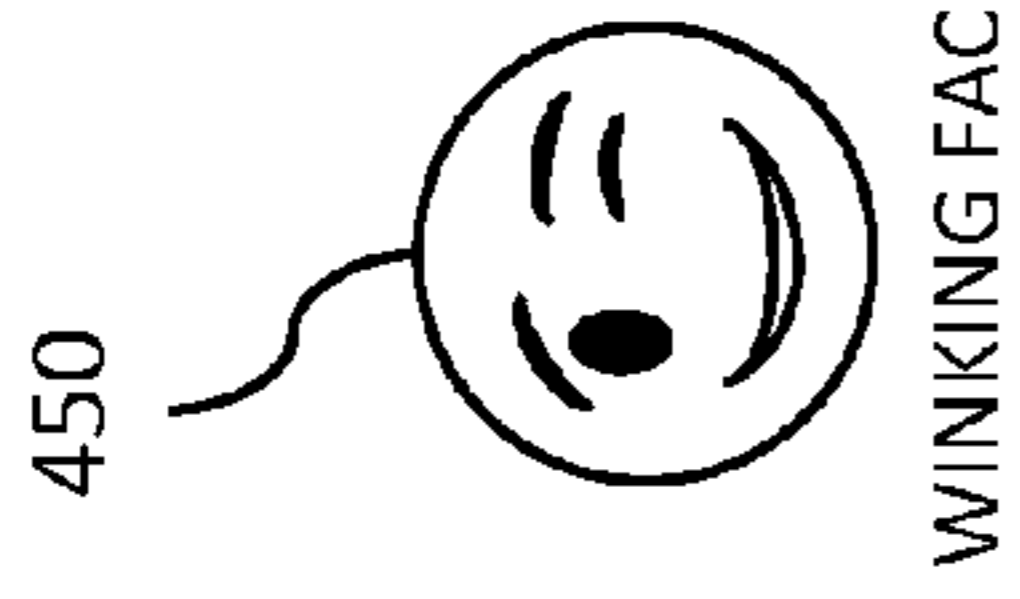


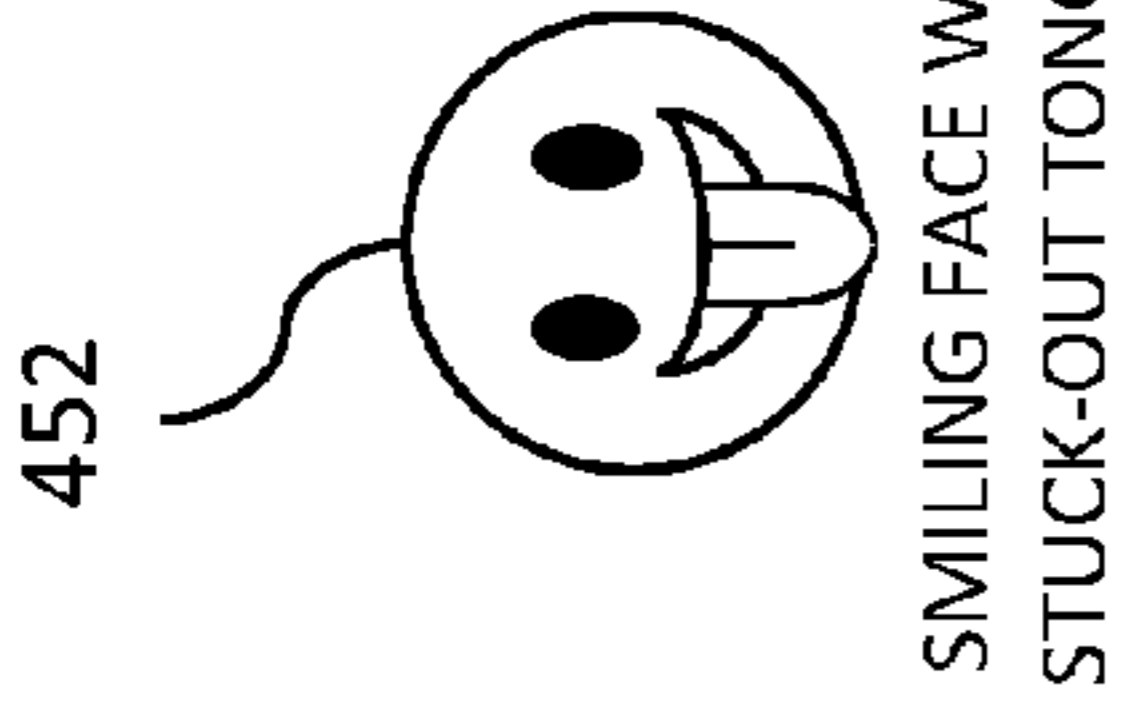
FIG. 4A

402



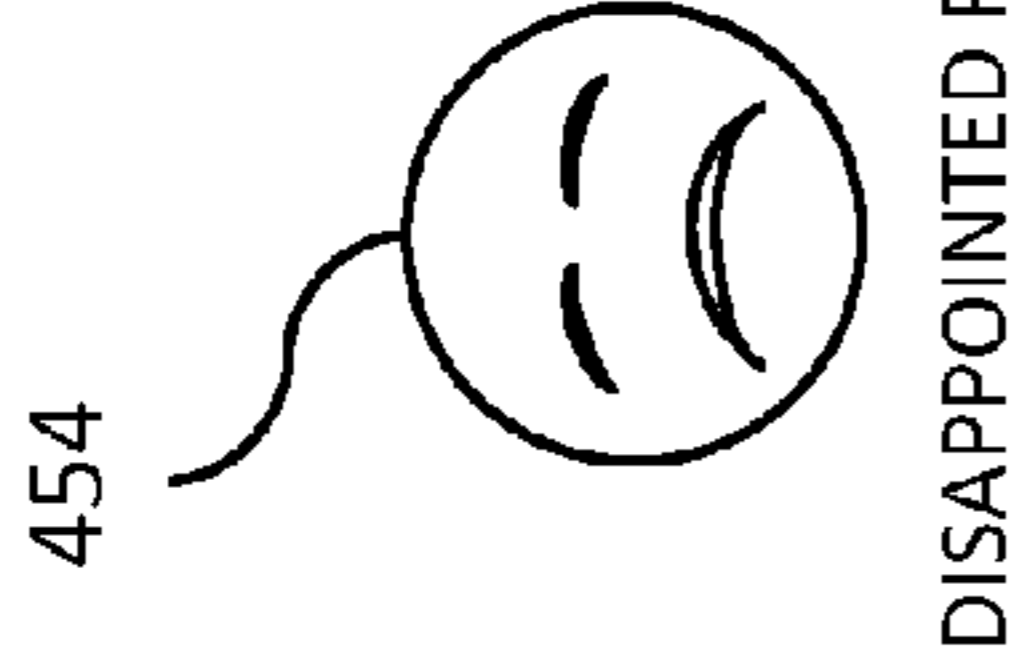
450

WINKING FACE



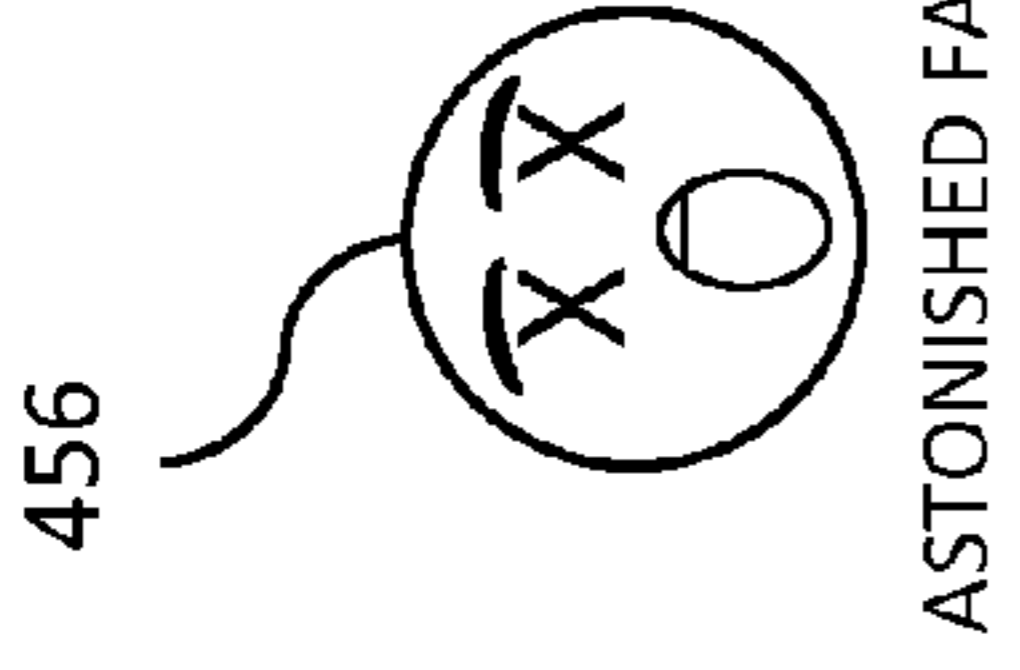
452

SMILING FACE WITH STUCK-OUT TONGUE



454

DISAPPOINTED FACE



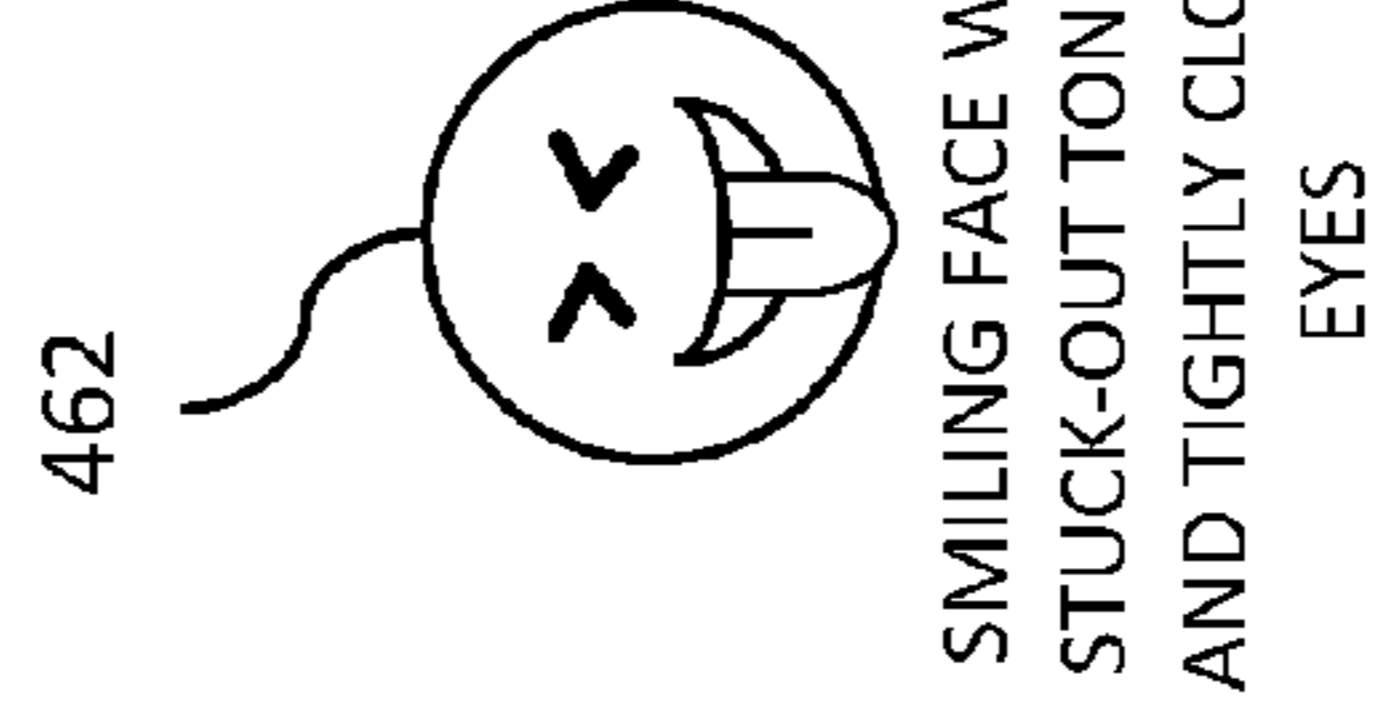
456

ASTONISHED FACE



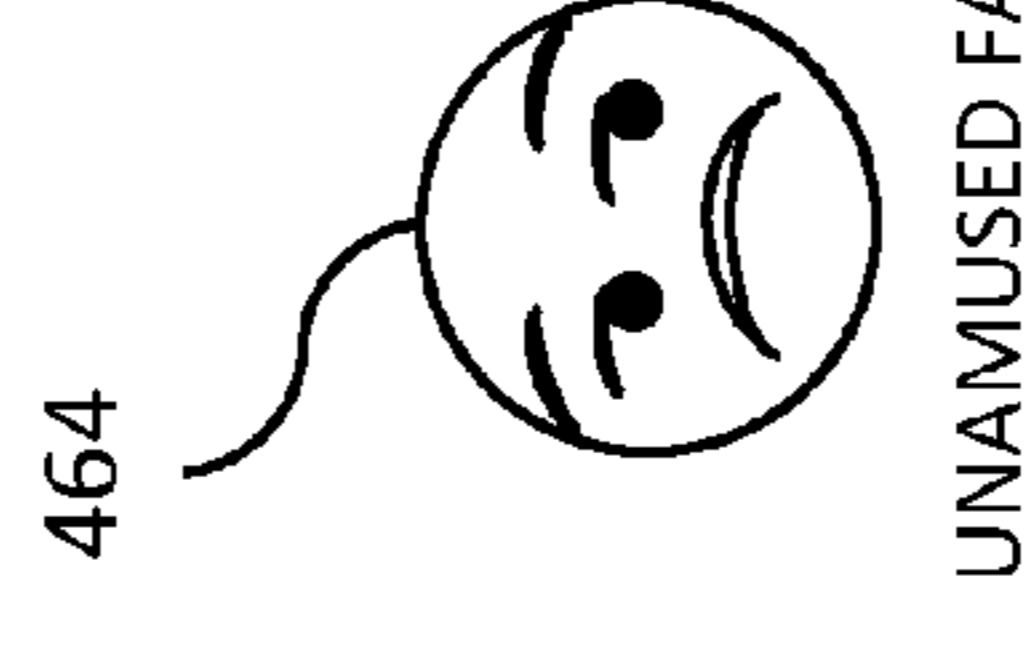
460

KISSING FACE WITH CLOSED EYES



462

SMILING FACE WITH STUCK-OUT TONGUE AND TIGHTLY CLOSED EYES



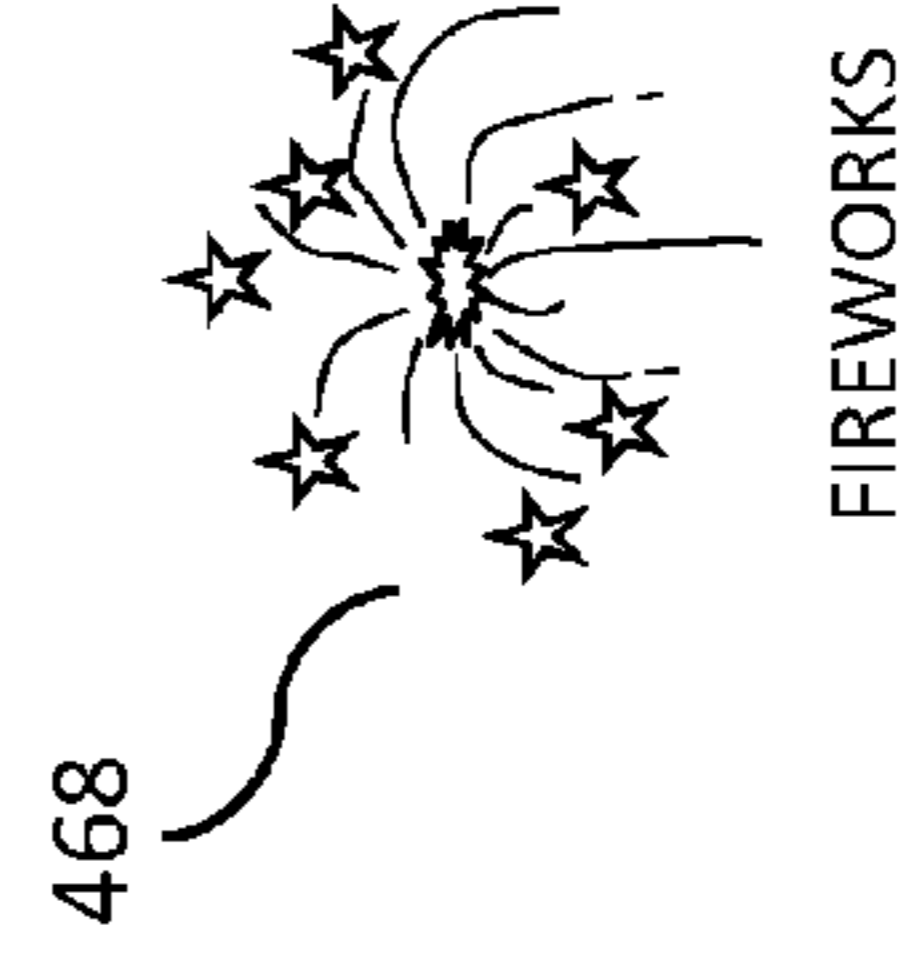
464

UNAMUSED FACE



464

SMIRKING FACE



468

FIREWORKS

FIG. 4B

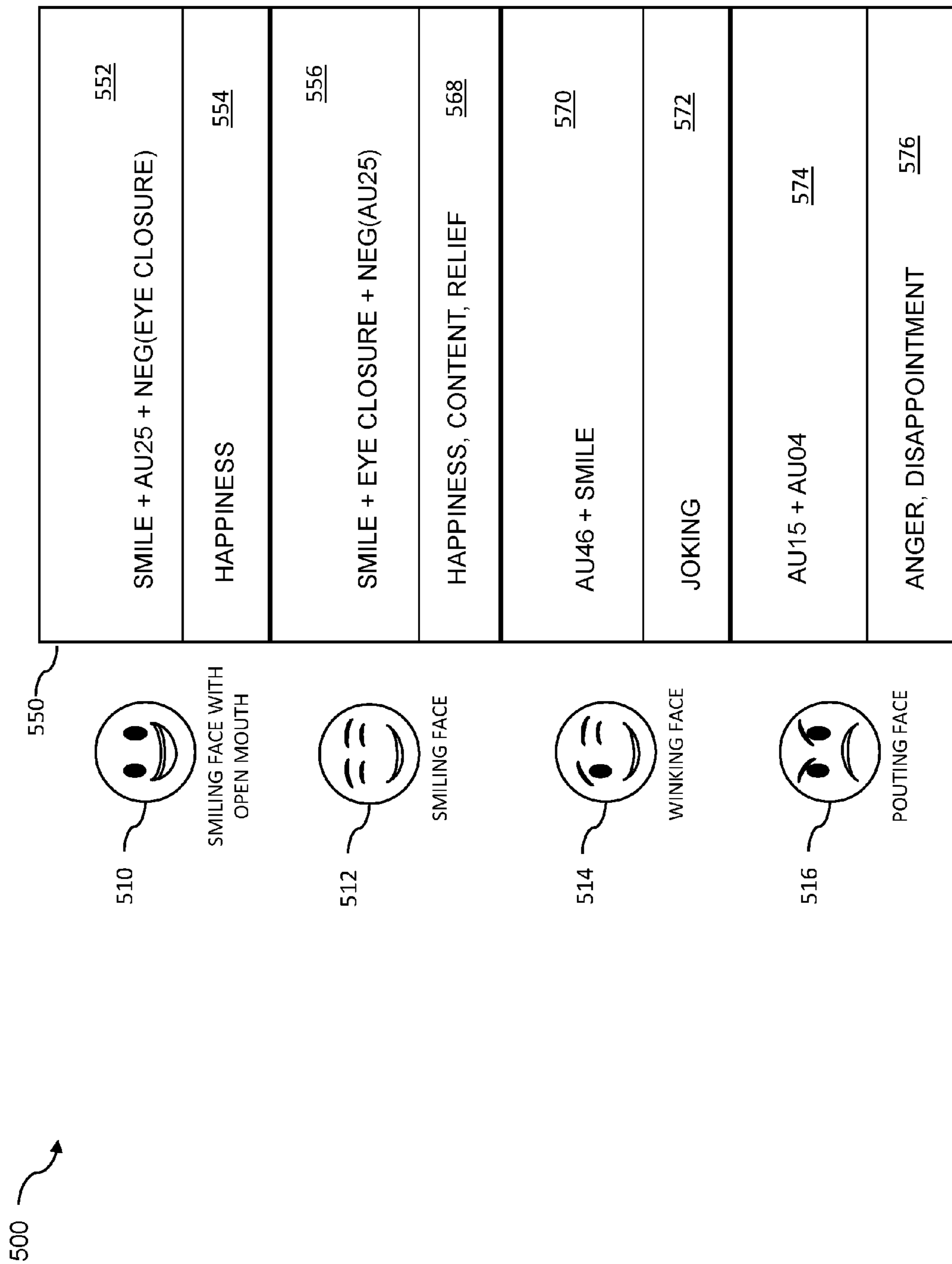


FIG. 5

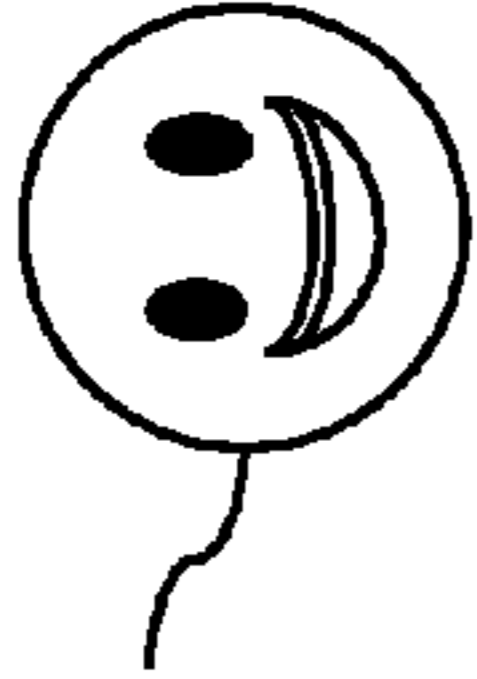
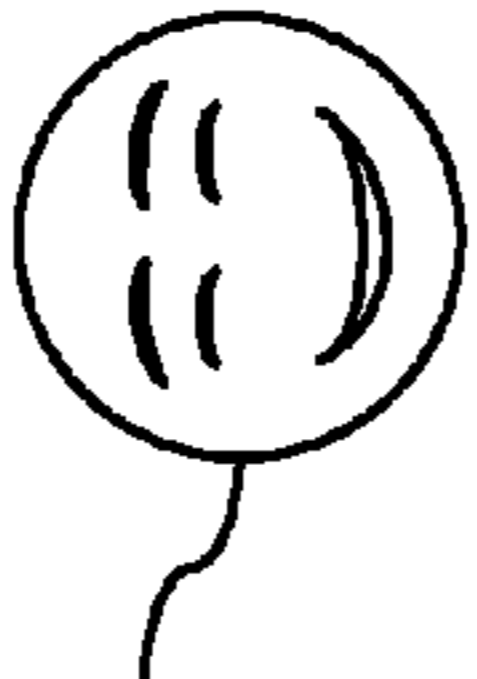


| | POSITIVE AU | NEGATIVE AU | WEIGHT |
|--|----------------------------|--|---|
| <p>600</p>  <p>610 SMILING FACE WITH OPEN MOUTH</p>  <p>612 SMILING FACE</p>  <p>614 WINKING FACE</p>  <p>616 POUTING FACE</p> | SMILE AU25 | EYE_CLOSURE | func(smile, AU25, 100 - eye_closure) |
| | SMILE | AU25 AU02(-0.2) AU04(-0.2) | func((smile, AU25) - 0.2 * AU02 - 0.2 * AU04) |
| | WINK (AU46) | EYE_CLOSURE TONGUE_OUT | func(AU46, 100 - tongue_out, 100 - eye_closure) |
| | AU15 AU04 AU09 (0.5) | AU18(-0.1) AU25(-0.1) SMILE(-0.1) SMIRK(-0.1) | func((AU15, AU04) + 0.5 * AU09 - 0.1 * AU18 - 0.1 * AU25 - 0.1 * smile - 0.1 * smirk) |

FIG. 6

700 ↗

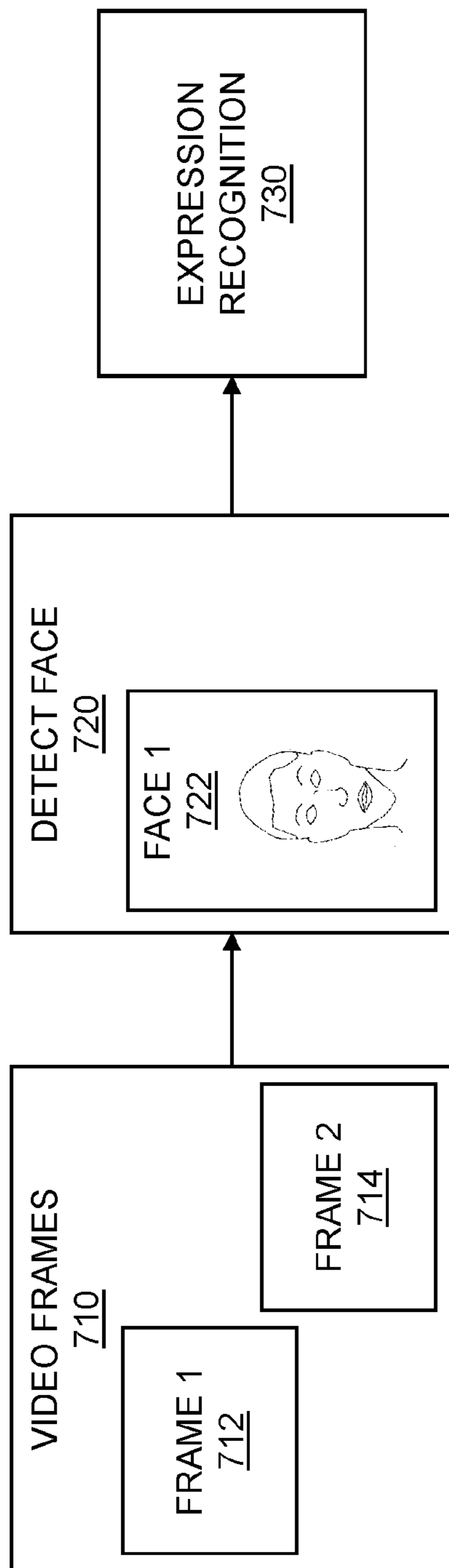


FIG. 7

800 ↗

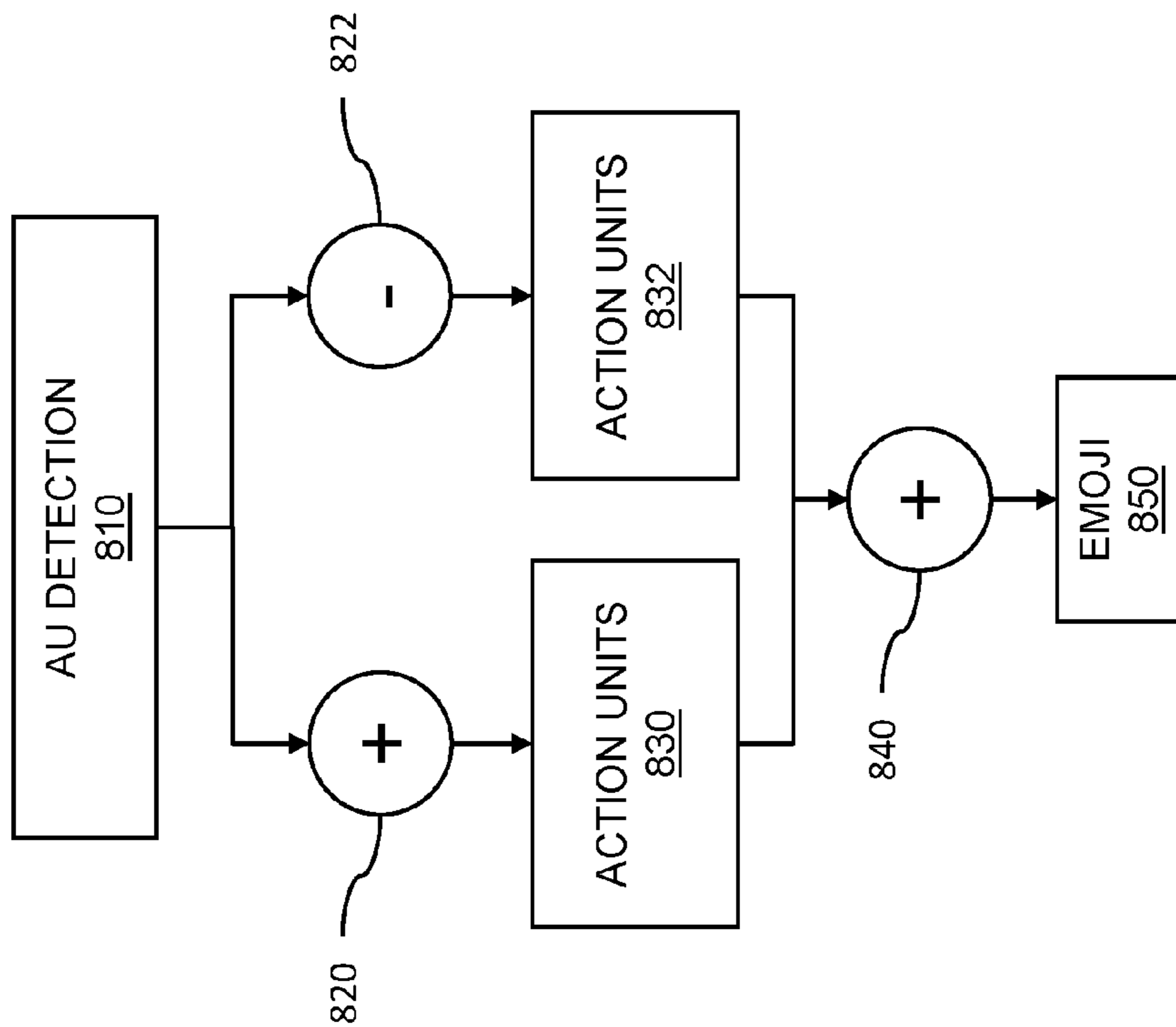


FIG. 8

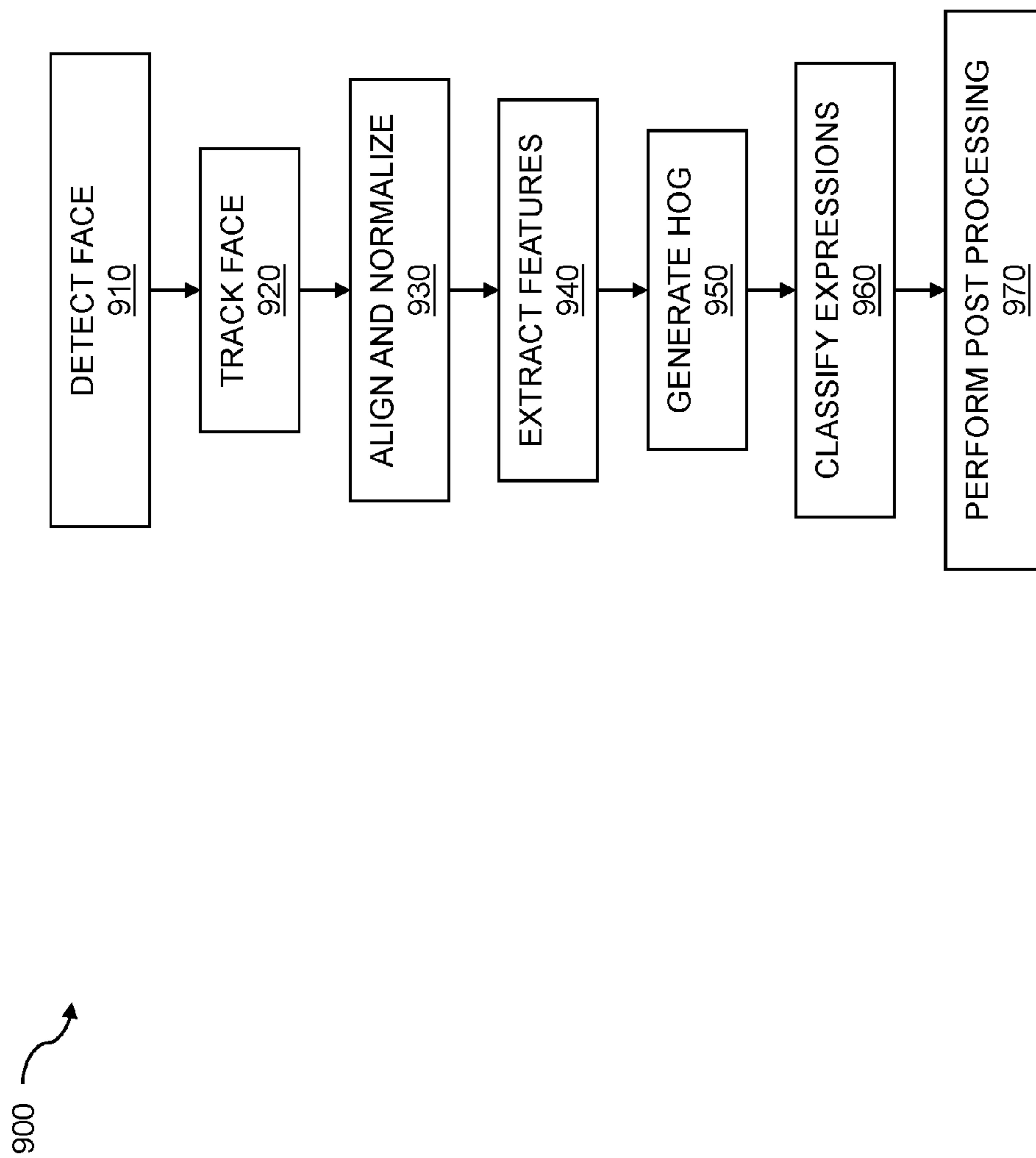


FIG. 9

1000 ↗

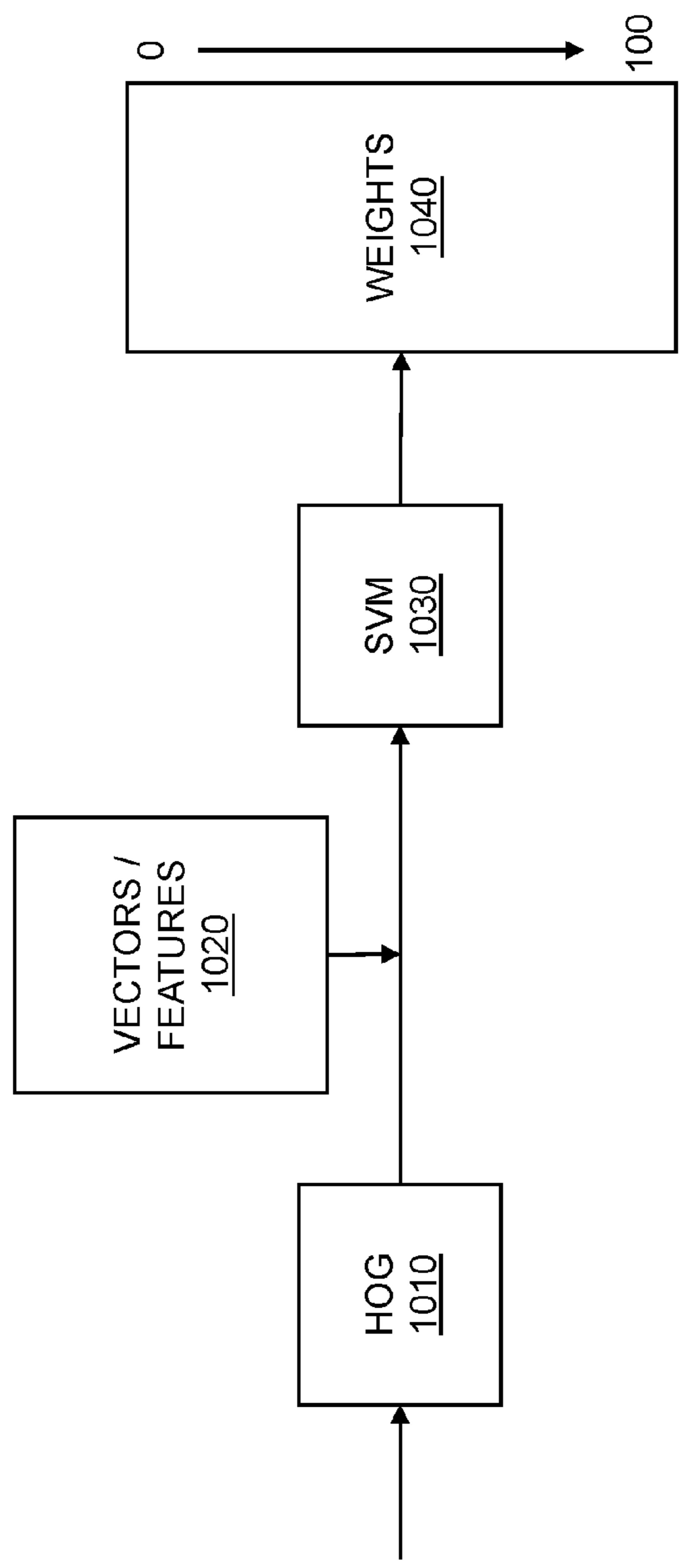


FIG. 10

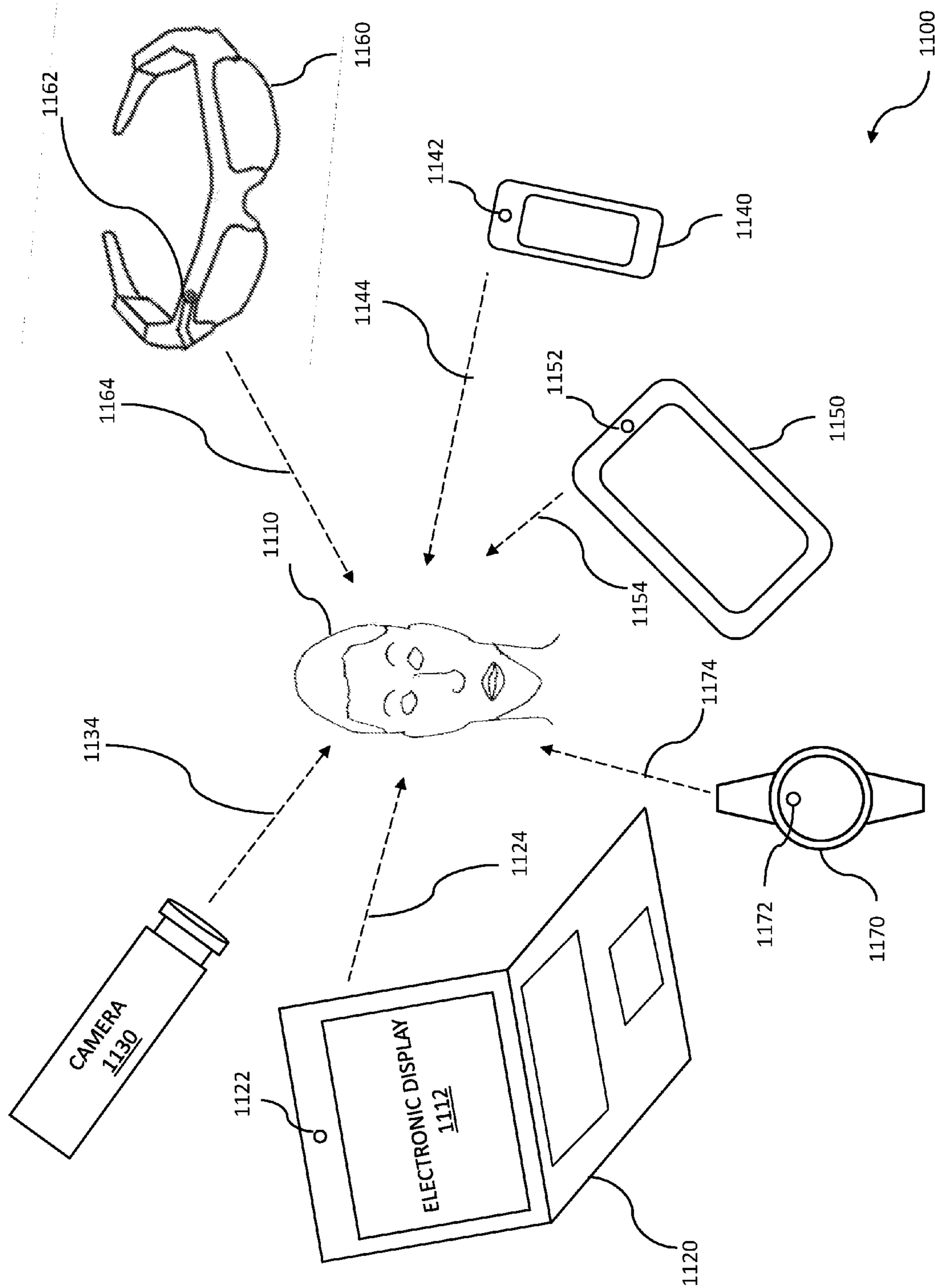


FIG. 11

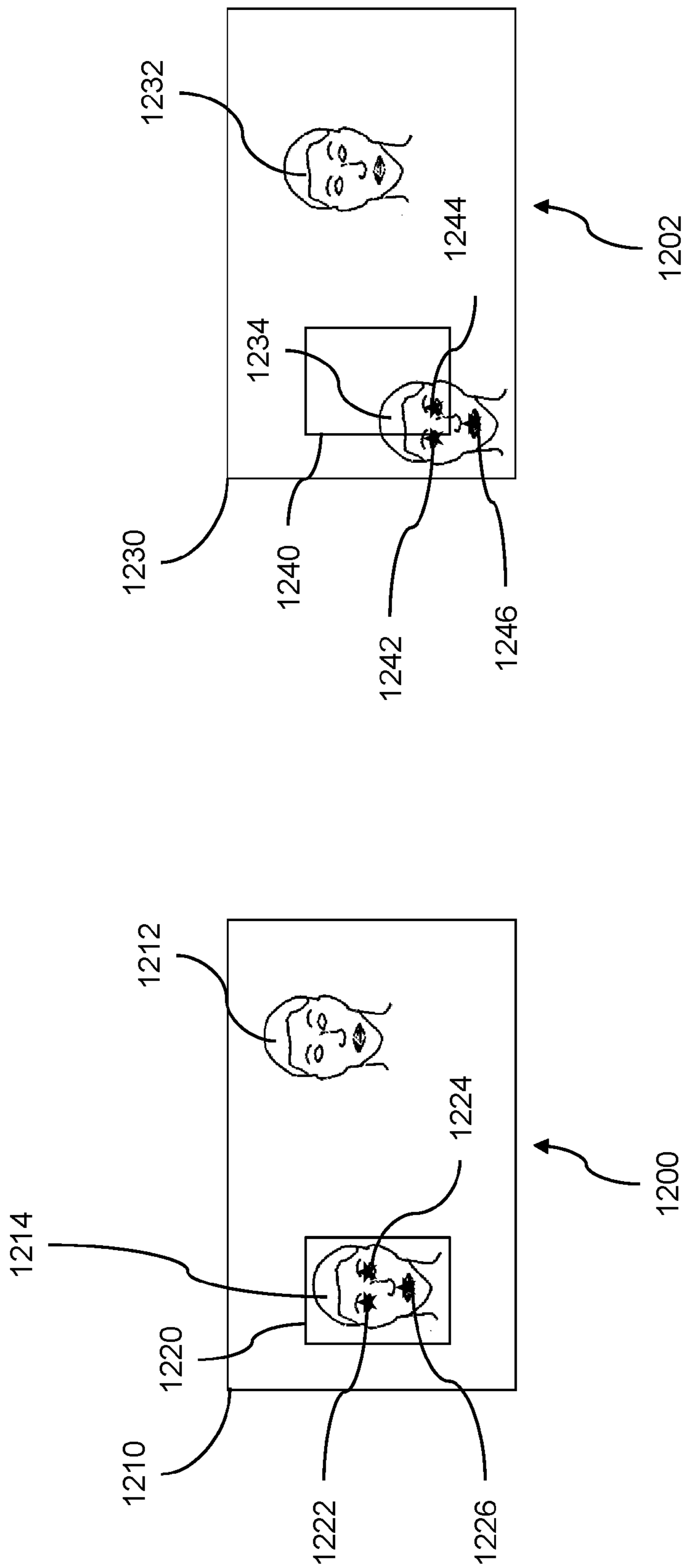


FIG. 12

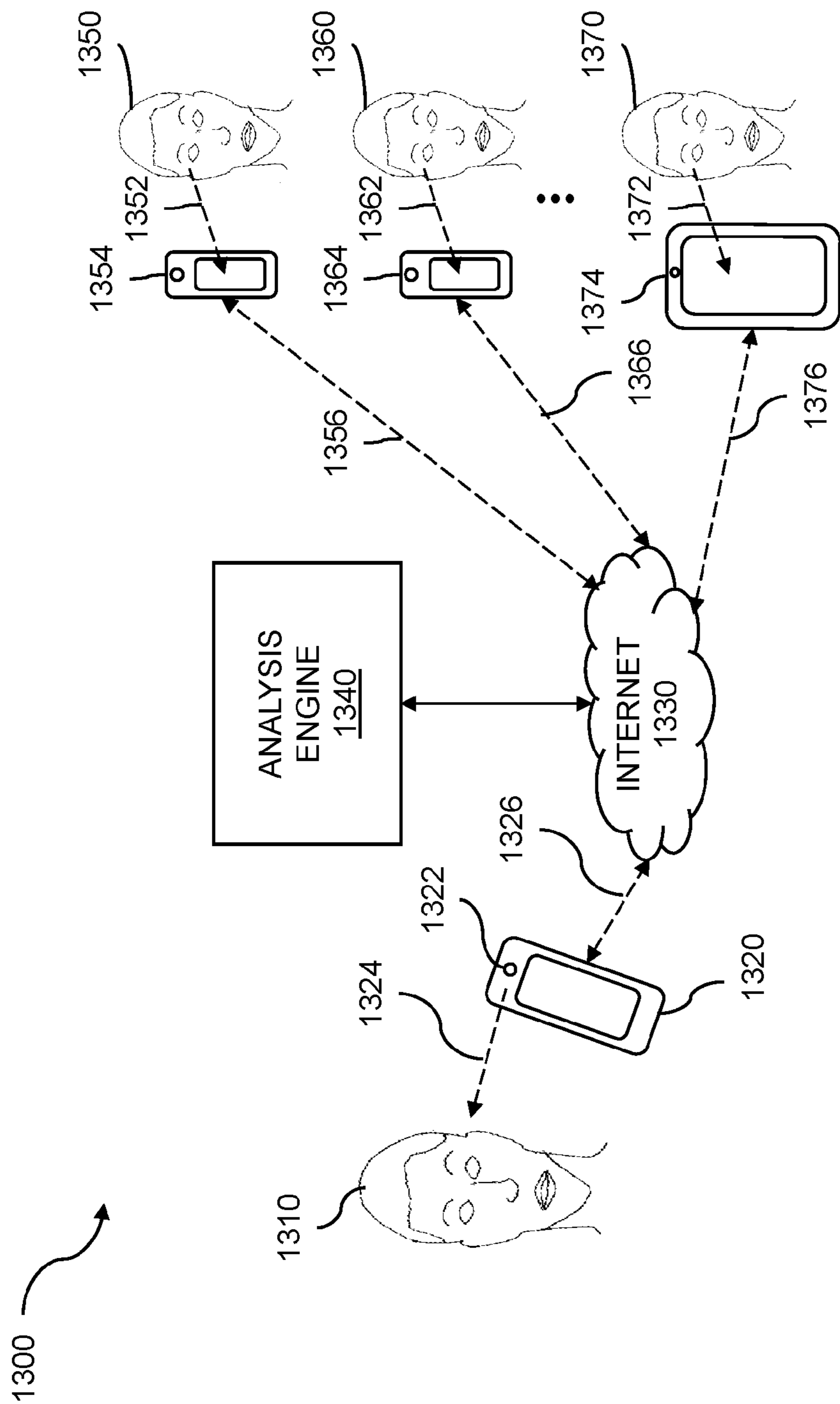


FIG. 13

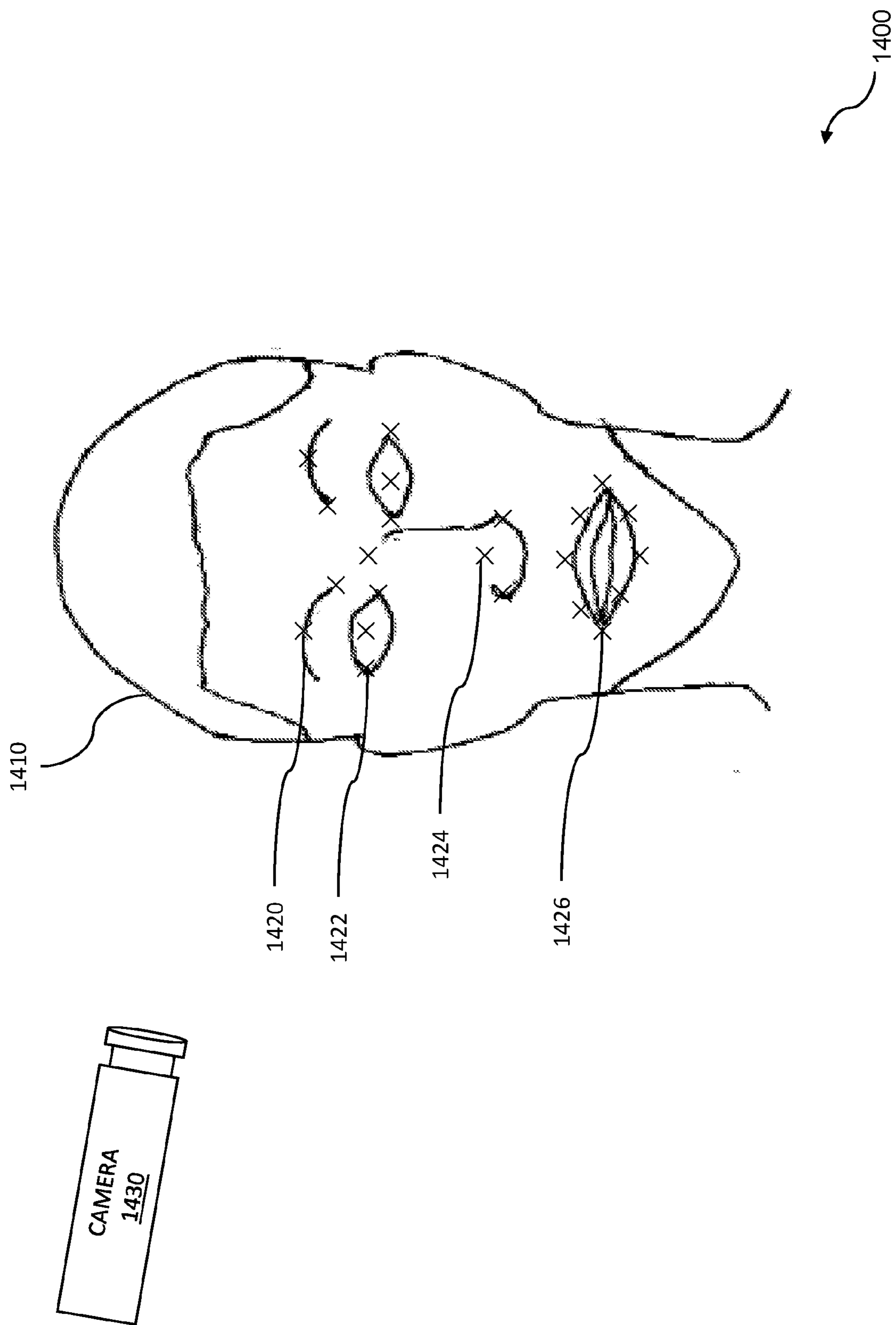


FIG. 14

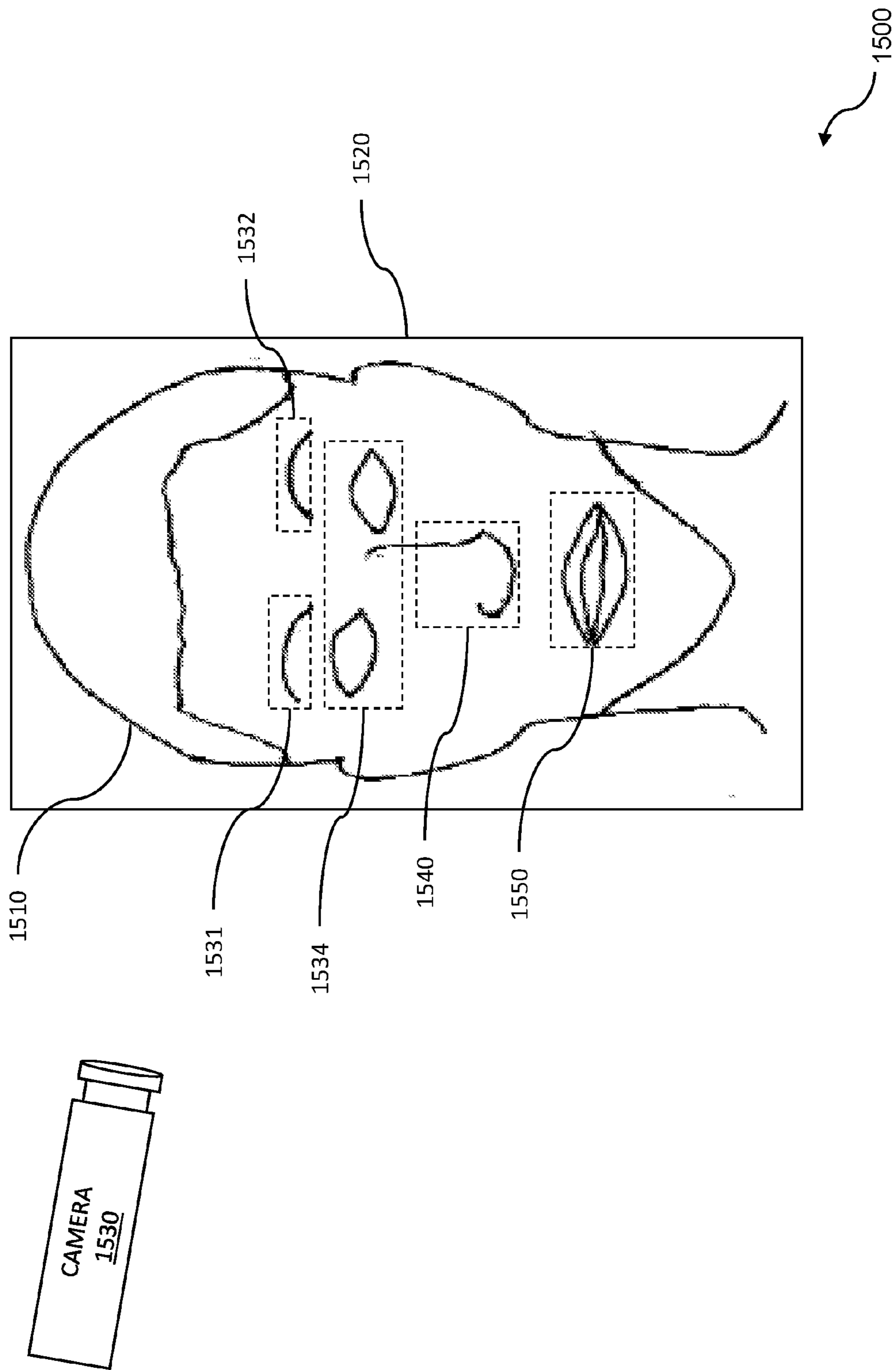


FIG. 15

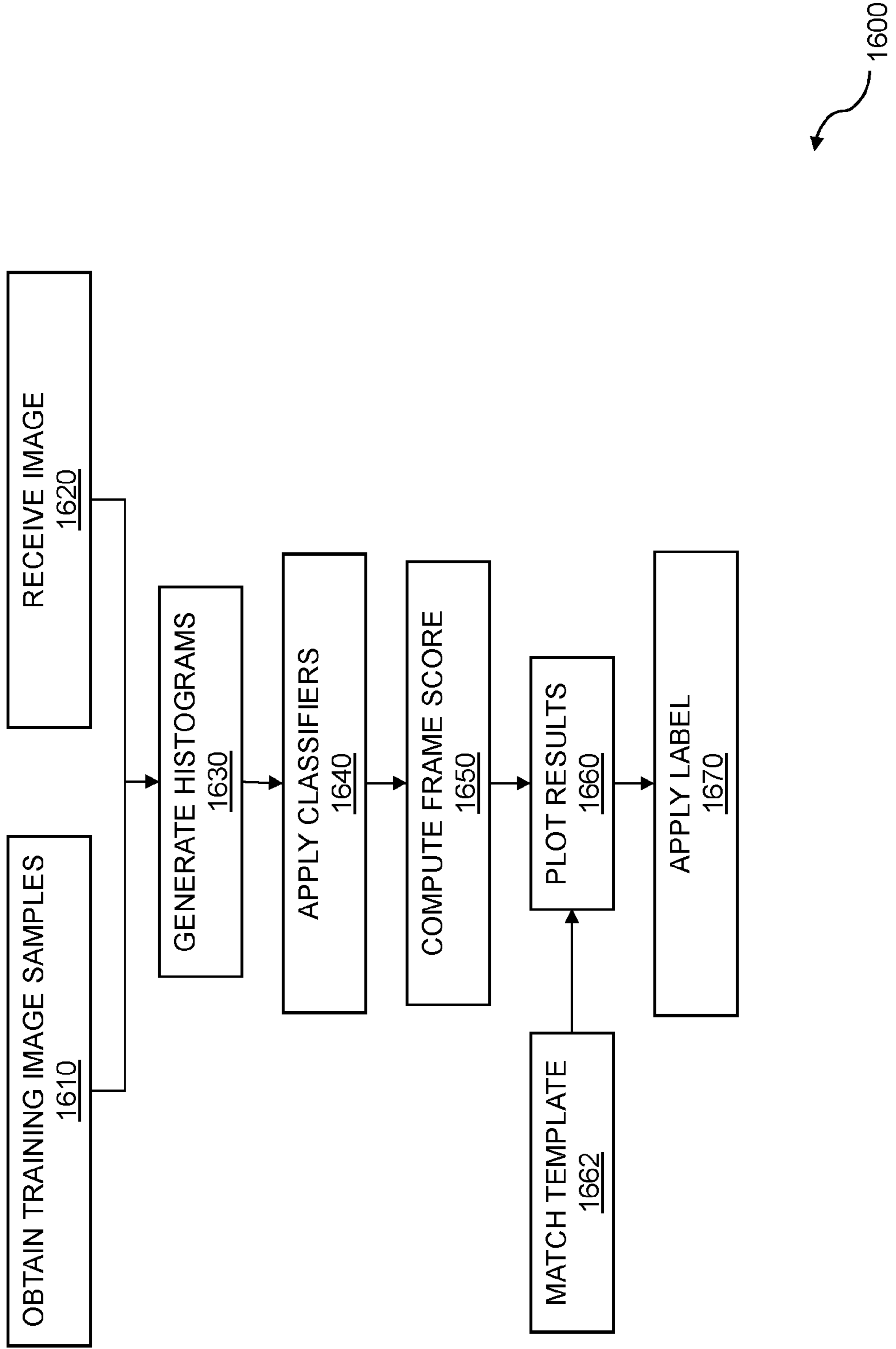
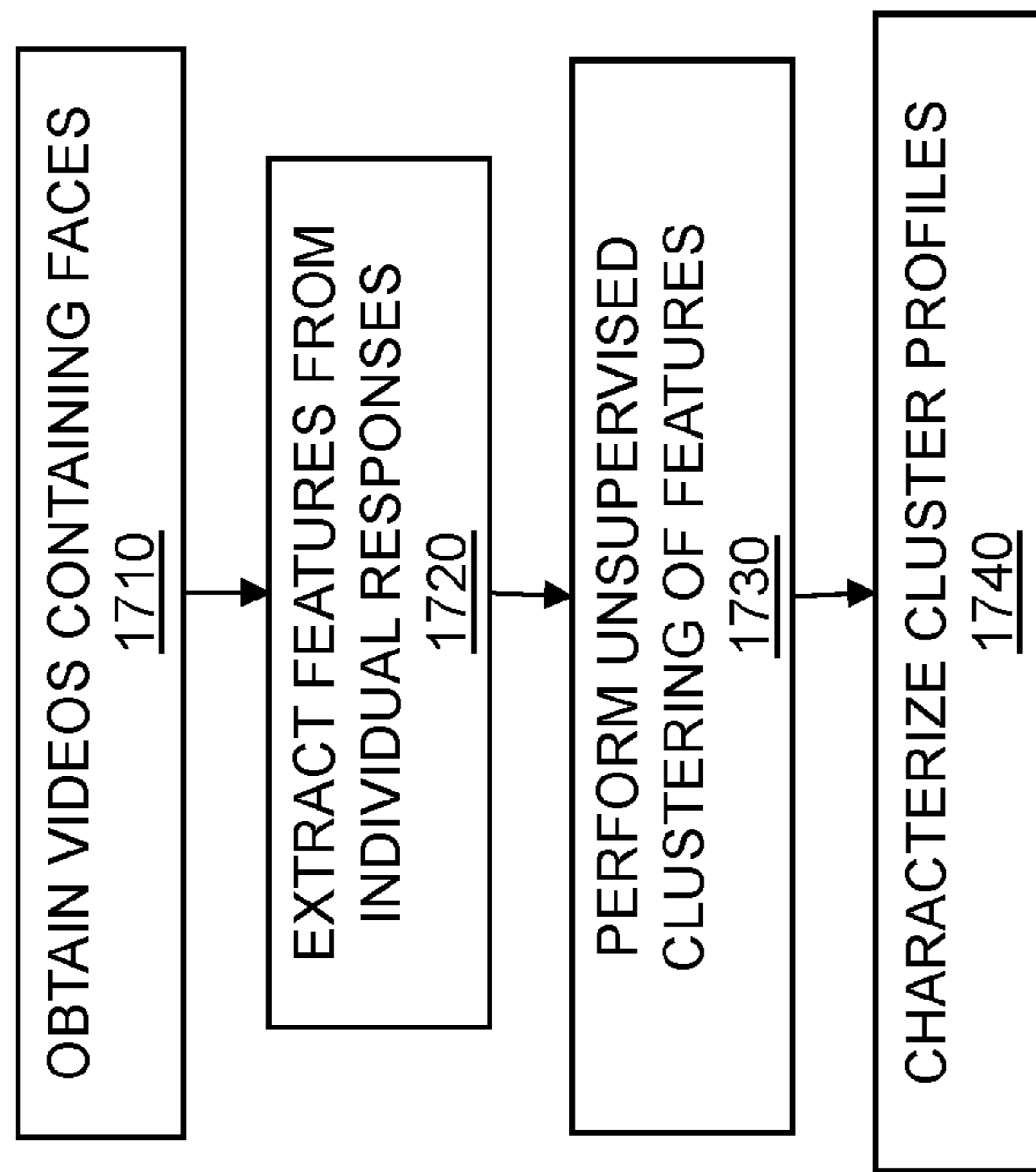


FIG. 16



1700

FIG. 17

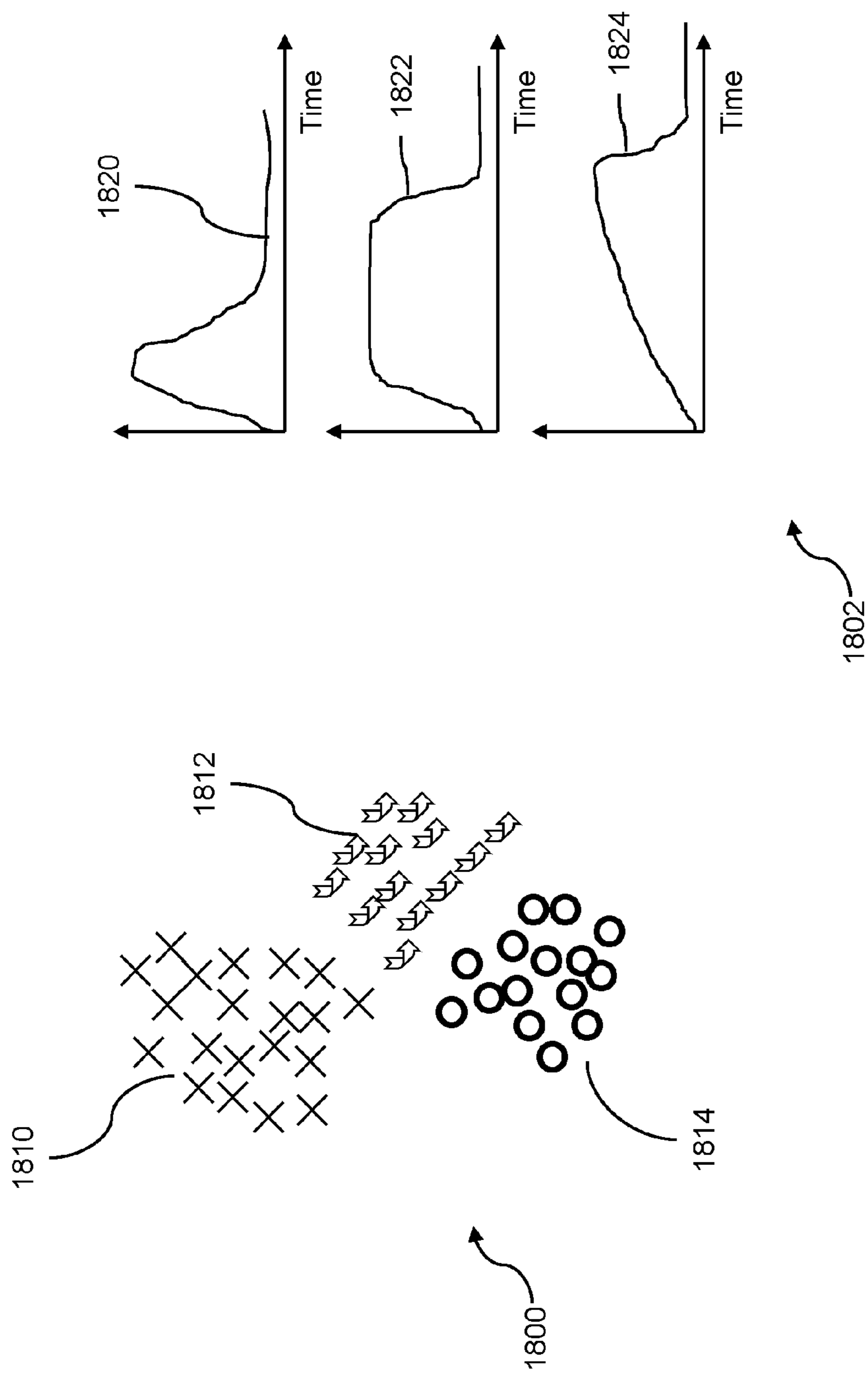


FIG. 18

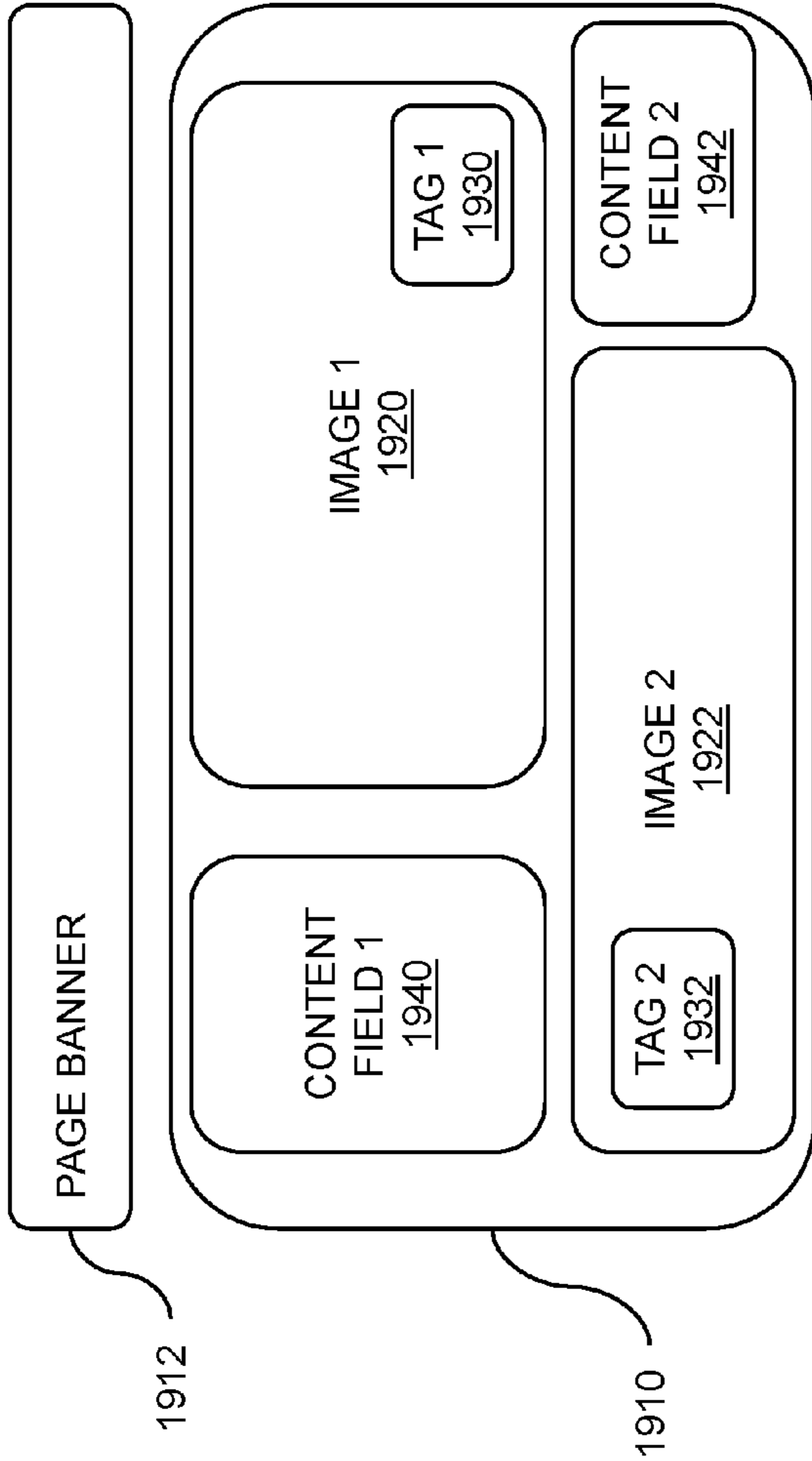


FIG. 19A

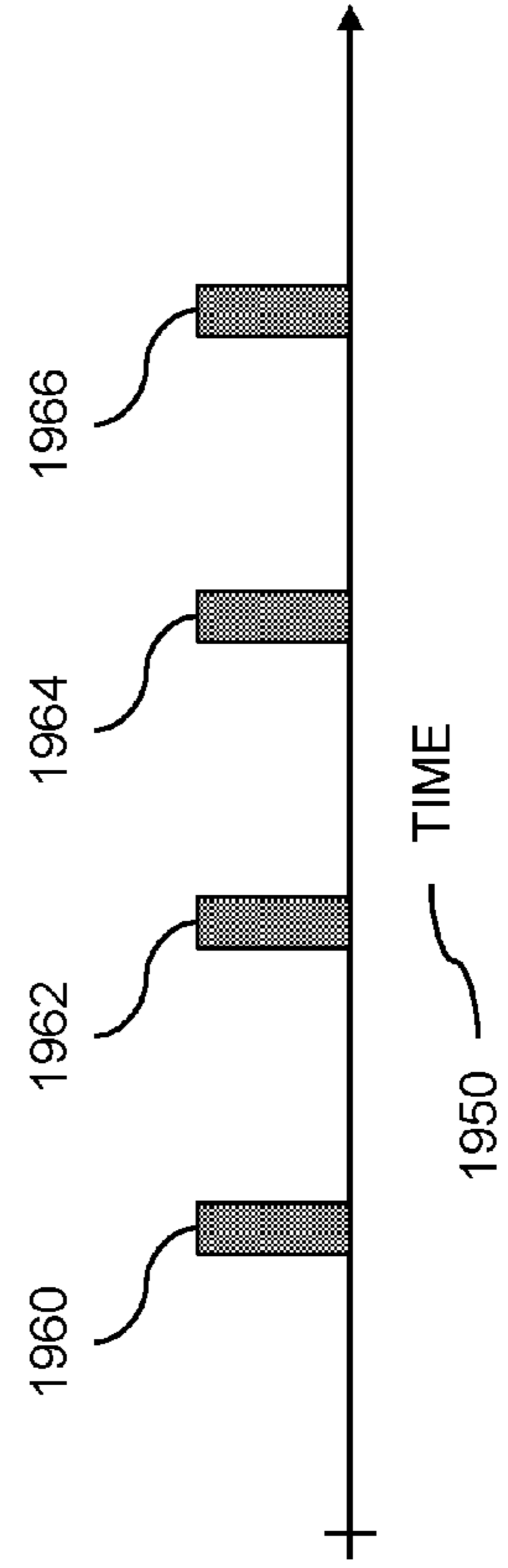


FIG. 19B

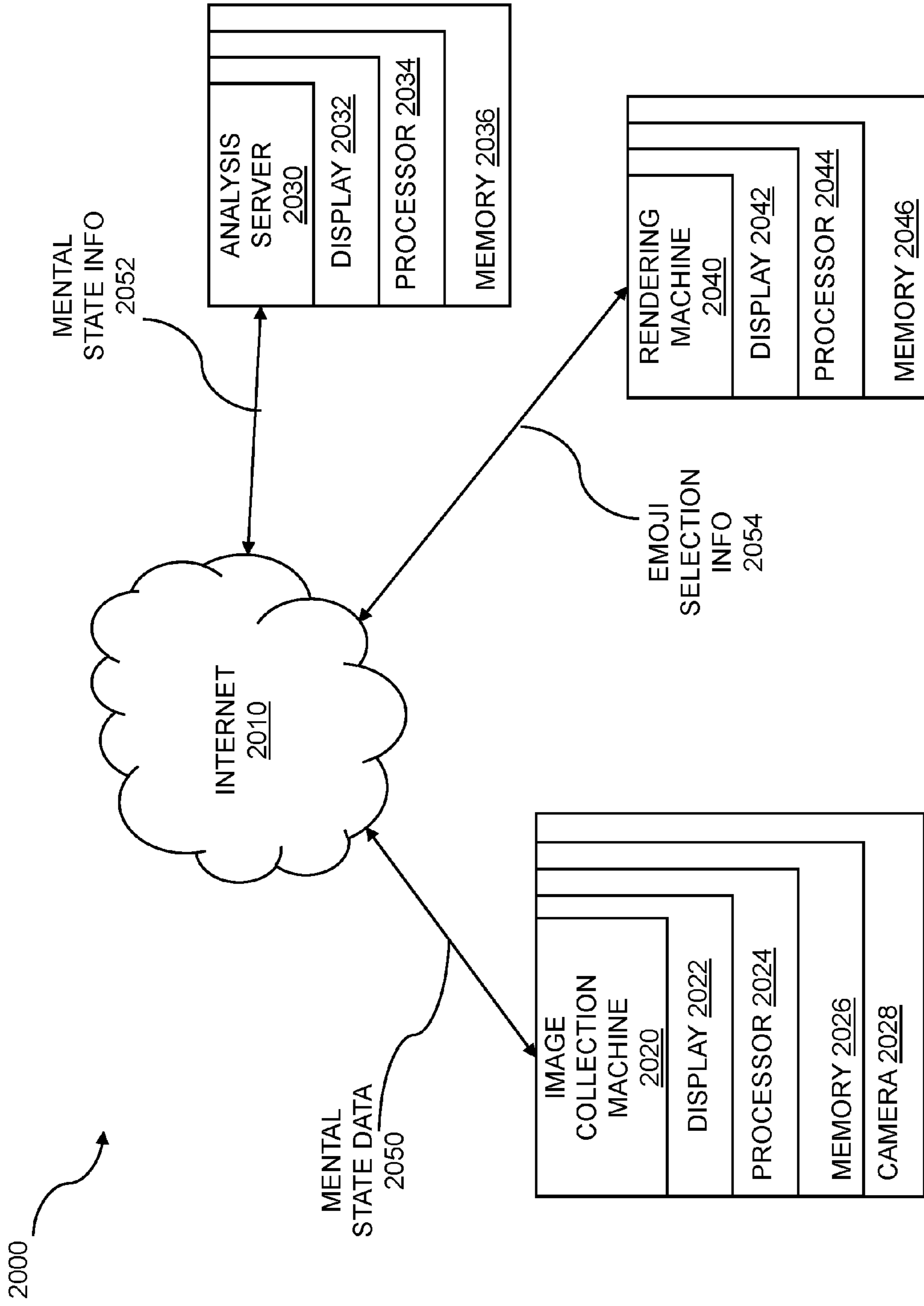


FIG. 20

**ANALYSIS OF IMAGE CONTENT WITH
ASSOCIATED MANIPULATION OF
EXPRESSION PRESENTATION**

RELATED APPLICATIONS

[0001] This application claims the benefit of U.S. provisional patent applications “Analysis of Image Content with Associated Manipulation of Expression Presentation” Ser. No. 62/265,937, filed Dec. 10, 2015, “Image Analysis Using Sub-Sectional Component Evaluation To Augment Classifier Usage” Ser. No. 62/273,896, filed Dec. 31, 2015, “Analytics for Live Streaming Based on Image Analysis within a Shared Digital Environment” Ser. No. 62/301,558, filed Feb. 29, 2016, and “Deep Convolutional Neural Network Analysis of Images for Mental States” Ser. No. 62/370,421, filed Aug. 3, 2016. This application is also a continuation-in-part of U.S. patent application “Mental State Event Signature Usage” Ser. No. 15/262,197, filed Sep. 12, 2016, which claims the benefit of U.S. provisional patent applications “Mental State Event Signature Usage” Ser. No. 62/217,872, filed Sep. 12, 2015, “Image Analysis In Support of Robotic Manipulation” Ser. No. 62/222,518, filed Sep. 23, 2015, “Analysis of Image Content with Associated Manipulation of Expression Presentation” Ser. No. 62/265,937, filed Dec. 10, 2015, “Image Analysis Using Sub-Sectional Component Evaluation To Augment Classifier Usage” Ser. No. 62/273,896, filed Dec. 31, 2015, “Analytics for Live Streaming Based on Image Analysis within a Shared Digital Environment” Ser. No. 62/301,558, filed Feb. 29, 2016, and “Deep Convolutional Neural Network Analysis of Images for Mental States” Ser. No. 62/370,421, filed Aug. 3, 2016.

[0002] The patent application “Mental State Event Signature Usage” Ser. No. 15/262,197, filed Sep. 12, 2016, is also a continuation-in-part of U.S. patent application “Mental State Event Definition Generation” Ser. No. 14/796,419, filed Jul. 10, 2015, which claims the benefit of U.S. provisional patent applications “Mental State Event Definition Generation” Ser. No. 62/023,800, filed Jul. 11, 2014, “Facial Tracking with Classifiers” Ser. No. 62/047,508, filed Sep. 8, 2014, “Semiconductor Based Mental State Analysis” Ser. No. 62/082,579, filed Nov. 20, 2014, and “Viewership Analysis Based On Facial Evaluation” Ser. No. 62/128,974, filed Mar. 5, 2015. The patent application “Mental State Event Definition Generation” Ser. No. 14/796,419, filed Jul. 10, 2015 is also a continuation-in-part of U.S. patent application “Mental State Analysis Using Web Services” Ser. No. 13/153,745, filed Jun. 6, 2011, which claims the benefit of U.S. provisional patent applications “Mental State Analysis Through Web Based Indexing” Ser. No. 61/352,166, filed Jun. 7, 2010, “Measuring Affective Data for Web-Enabled Applications” Ser. No. 61/388,002, filed Sep. 30, 2010, “Sharing Affect Across a Social Network” Ser. No. 61/414,451, filed Nov. 17, 2010, “Using Affect Within a Gaming Context” Ser. No. 61/439,913, filed Feb. 6, 2011, “Recommendation and Visualization of Affect Responses to Videos” Ser. No. 61/447,089, filed Feb. 27, 2011, “Video Ranking Based on Affect” Ser. No. 61/447,464, filed Feb. 28, 2011, and “Baseline Face Analysis” Ser. No. 61/467,209, filed Mar. 24, 2011.

[0003] The patent application “Mental State Event Definition Generation” Ser. No. 14/796,419, filed Jul. 10, 2015 is also a continuation-in-part of U.S. patent application “Mental State Analysis Using an Application Programming Interface” Ser. No. 14/460,915, Aug. 15, 2014, which claims

the benefit of U.S. provisional patent applications “Application Programming Interface for Mental State Analysis” Ser. No. 61/867,007, filed Aug. 16, 2013, “Mental State Analysis Using an Application Programming Interface” Ser. No. 61/924,252, filed Jan. 7, 2014, “Heart Rate Variability Evaluation for Mental State Analysis” Ser. No. 61/916,190, filed Dec. 14, 2013, “Mental State Analysis for Norm Generation” Ser. No. 61/927,481, filed Jan. 15, 2014, “Expression Analysis in Response to Mental State Express Request” Ser. No. 61/953,878, filed Mar. 16, 2014, “Background Analysis of Mental State Expressions” Ser. No. 61/972,314, filed Mar. 30, 2014, and “Mental State Event Definition Generation” Ser. No. 62/023,800, filed Jul. 11, 2014. The patent application “Mental State Analysis Using an Application Programming Interface” Ser. No. 14/460,915, Aug. 15, 2014 is also a continuation-in-part of U.S. patent application “Mental State Analysis Using Web Services” Ser. No. 13/153,745, filed Jun. 6, 2011, which claims the benefit of U.S. provisional patent applications “Mental State Analysis Through Web Based Indexing” Ser. No. 61/352,166, filed Jun. 7, 2010, “Measuring Affective Data for Web-Enabled Applications” Ser. No. 61/388,002, filed Sep. 30, 2010, “Sharing Affect Across a Social Network” Ser. No. 61/414,451, filed Nov. 17, 2010, “Using Affect Within a Gaming Context” Ser. No. 61/439,913, filed Feb. 6, 2011, “Recommendation and Visualization of Affect Responses to Videos” Ser. No. 61/447,089, filed Feb. 27, 2011, “Video Ranking Based on Affect” Ser. No. 61/447,464, filed Feb. 28, 2011, and “Baseline Face Analysis” Ser. No. 61/467,209, filed Mar. 24, 2011.

[0004] Each of the foregoing applications is hereby incorporated by reference in its entirety.

FIELD OF ART

[0005] This application relates generally to image analysis and more particularly to analysis of image content with associated manipulation of expression presentation.

BACKGROUND

[0006] Human facial expressions play a key role at all levels of human communication. The human face is capable of assuming a range of facial expressions. Facial expressions, whether formed consciously or unconsciously, convey fundamental information such as emotions, thoughts, reactions, and other information. Facial expressions are formed physically based on the movements or positions of facial muscles. The movements and positions of facial muscles form expressions that convey a plethora of emotions ranging from happy to sad, and including expressions of anger, fear, disgust, surprise, and many others. The facial expressions of a given person can be captured and analyzed. The facial expression analysis can be undertaken for purposes including facial recognition and determination of a range of emotions and mental states. The mental states include frustration, ennuui, confusion, cognitive overload, skepticism, delight, satisfaction, calmness, stress, and many others.

[0007] At work, school, or in social settings, an individual is confronted with a wide variety of external stimuli. The stimuli can be any combination of visual, aural, tactile, and other types of stimuli, and, alone or in combination, can invoke strong emotions in the individual. An individual’s reactions to received stimuli provide insight into the thoughts and feelings of the individual. Further, the indi-

vidual's responses to the stimuli can have a profound impact on the mental states experienced by the individual. The mental states of an individual can vary widely, ranging from happiness to sadness, from contentedness to worry, and from calm to excitement, to name only a very few possible states.

[0008] Mental states are an important aspect in human communication. Subtleties and nuances can be lost when communicating via telephone, email, messaging, or other form of electronic communication. For example, it may be difficult for a reader to detect anger or disappointment in a response. This can be especially true for mild levels of a particular emotion, such as being slightly angry or slightly disappointed.

[0009] The level of the emotion or mental state experienced may be reflected in the level or intensity of a facial expression. For example, there may be multiple levels of smile that a person can make in response to internal or external stimuli. For example, a low intensity smile may include lips being closed, with a slight upward rise at the corners of the mouth. A medium intensity smile may include more rise at the corners of the mouth and showing of some of the front teeth. A high intensity smile may include even more rise at the corners of the mouth and showing of additional front teeth. Eyebrows and other facial features may also vary with intensity of the smile. Action Units (AUs) can be used to codify and categorize such components of expression.

[0010] Mental or emotional state can play a role in how people communicate. Emotions such as happiness, sadness, fear, laughter, relief, angst, worry, anguish, anger, regret, and frustration are often reflected in facial expressions. Thus, the study of facial expressions and their meanings can provide important insight into human behavior.

SUMMARY

[0011] One or more images of an individual are obtained using a variety of image capture devices, including cameras. The images are analyzed to identify the presence of a face within a given image. When a face is identified, facial features are extracted and facial landmarks are detected. The facial landmarks are translated to a representative icon by using classifiers for the translating. Classifiers are also used to evaluate facial portions for emotional content. The representative icon that results from the translating is selected from a set of emoji. The representative emoji represents an emotion of the individual. For example, if the emotional state of the individual is detected as a happy state, a smiling emoji may be used as the representative icon. Similarly, if the emotional state of the individual is detected as angry, then an angry emoji may be used as the representative icon. Additionally, the representative icon may include information on gender, age, or ethnicity. For example, if the individual is determined to be female, then a female emoji may be used as the representative icon. The selected emoji can be a static image, an animated image, and a cartoon representation. The representative icon represents an emotional state for the individual. The representative icon can then be used in electronic communication. In embodiments, the representative icon is transmitted within a social media context.

[0012] A computer-implemented method for image analysis is disclosed comprising: obtaining an image of an individual; identifying a face of the individual; classifying the face to determine facial content using a plurality of image classifiers wherein the classifying includes generating con-

fidence values for a plurality of action units for the face; and translating the facial content into a representative icon wherein the translating the facial content includes summing the confidence values for the plurality of action units.

[0013] Various features, aspects, and advantages of various embodiments will become more apparent from the following further description.

BRIEF DESCRIPTION OF THE DRAWINGS

[0014] The following detailed description of certain embodiments may be understood by reference to the following figures wherein:

[0015] FIG. 1 is a flow diagram for analysis of image content.

[0016] FIG. 2 is a flow diagram for face manipulation.

[0017] FIG. 3 is a flow diagram for computing facial metrics.

[0018] FIG. 4A shows example emoji.

[0019] FIG. 4B illustrates additional emoji.

[0020] FIG. 5 shows example emoji with action unit (AU) combinations.

[0021] FIG. 6 illustrates example emoji with AUs and weights.

[0022] FIG. 7 shows expression recognition.

[0023] FIG. 8 illustrates emoji determination.

[0024] FIG. 9 is a flow diagram for expression classification.

[0025] FIG. 10 illustrates weight determination.

[0026] FIG. 11 is a diagram showing image collection including multiple mobile devices.

[0027] FIG. 12 illustrates feature extraction for multiple faces.

[0028] FIG. 13 shows live streaming of social video.

[0029] FIG. 14 shows example facial data collection including landmarks.

[0030] FIG. 15 illustrates example facial data collection including regions of interest.

[0031] FIG. 16 is a flow diagram for detecting facial expressions.

[0032] FIG. 17 is a flow diagram for the large-scale clustering of facial events.

[0033] FIG. 18 shows unsupervised clustering of features and characterizations of cluster profiles.

[0034] FIG. 19A shows example tags embedded in a webpage.

[0035] FIG. 19B shows invoking tags to collect images.

[0036] FIG. 20 is a system diagram for analysis of image content.

DETAILED DESCRIPTION

[0037] Humans are able to observe and process environmental stimuli by continuously experiencing their surroundings using their senses. The sense of sight is unique in its own right, as humans use vision to process the views of their surrounding environment for a variety of purposes. The purposes for processing the views of the surrounding environment are many, including locating objects to pick up or avoid, scanning for potential attractions and dangers, and identifying loved ones and friends, among many other tasks. Much of the processing is instinctual. For example, a sudden movement caught in a person's peripheral vision can cause her or him to shift attention to the source of the moment. The shift of attention can be due to fear, interest, amusement, and

so on. Additionally, the shift of attention is used to identify the source of the movement. If, for instance, the movement is a glint of sunlight caught by a wave on a peaceful lake, the source is probably harmless and can be appreciated or ignored. On the other hand, if the source of movement is an oncoming truck near a crosswalk, then immediate, evasive action is required.

[0038] Human interaction is largely based on observing other human faces while interacting. Regardless of whether the interactions include sound, smell, touch, or any of the other senses, sight plays a critical role in a social interaction, as the human face is highly expressive. The various facial expressions range widely and can convey a mental state of a person, an emotional state of a person, and so on. For example, a sultry smile communicates a very different message to the recipient of the smile than an angry frown. In another example, a neutral expression can indicate, boredom, inattention, indifference, and so on. This exchange of social information between or among the participants in the interaction greatly influences how the interaction progresses. A sultry smile may attract people to the interaction and retain them in it, while an angry frown can cause people to leave the interaction, perhaps with some haste. In this sense, facial expressions can control human interaction.

[0039] Electronic communications lack much of the sensory information that is critical to human interaction. For instance, an email message or text message can be read for content, but the context in which the message was sent is not necessarily obvious. For example, the phrase, “do what you like” can be read easily enough, but the meaning behind the phrase might not be evident, as the phrase could be an invitation, an accommodation, a final frustrated exclamation, and so on. In this case, providing additional information to help convey the true intentions of the sender would greatly clarify the text. In another example, a person who has received great news might choose to share her or his good fortune with friends and family. Choosing and sharing a picture or icon that typifies the person’s emotion or mood can communicate much more information than can a short, simple message.

[0040] In this technique, one or more images of an individual can be obtained. The images can be captured using a camera or another image capture device, and the images can be videos, frames of a video, still images, or another image capture media. The face of the individual is identified in an image and facial features within the face of the individual can be extracted. Facial landmark detection on the face of the individual can be performed to detect facial landmarks including eyes, nose, mouth, ears, and so on. The facial landmarks that are detected during the performing of the facial landmark detection can be translated into a representative icon. The translating is based on image classifiers. The image classifiers can be used to map the detected facial landmarks into emotional content. The emotional content of the face can include a facial expression. The representative icon that results from the translating can be selected from a set of emoji. The representative icon can be selected based on emotion content analysis of the identified face. The selected emoji can include information on gender, age, or ethnicity. The representative icon can be transmitted within a social media context. These techniques enable a wide variety of usage scenarios.

[0041] One such usage scenario is instant messaging (IM) chat. In this use case, as two users communicate with each

other via IM, a user facing camera on the device of each user collects video of the user’s face, and periodically, an emoji is selected based on a detected expression and/or emotional state within the collected video. This emoji is then transmitted to the other user. Each user periodically receives emoji that are indicative of the mental/emotional state and/or expression of the user with whom they are communicating.

[0042] Another usage scenario is when a single user posts to a social media site. A user facing camera on the device of the user collects video of the user’s face. Mental state analysis is performed to select a representative icon that is transmitted along with the social media post. For example, if the user is happy about getting a new job, and posts it to his/her social media account, a happy emoji can be automatically appended to the end of the post. Many other scenarios and use cases are possible with the techniques presented in this disclosure.

[0043] FIG. 1 is a flow diagram for analysis of image content. The flow **100**, or portions thereof, can be implemented using a mobile device, a server, a semiconductor chip, and so on. The flow **100** describes analysis of image content with associated manipulation expression content based on analysis of one or more images of one or more people. The flow **100** includes obtaining an image **110** of an individual. The image of the individual can be captured with a camera, where the camera can be any of a variety of cameras. A camera can include a webcam, a video camera, a still camera, a thermal imager, a CCD device, a phone camera, a three-dimensional camera, a depth camera, a light field camera, multiple webcams used to show different views of a person, or any other type of image capture apparatus that can allow captured data to be used in an electronic system. The image can be a still image, a frame from a video, a video, and so on. The image can be one image from a series of images of the individual. The series of images can include a video of the individual. The flow **100** includes identifying a face **120** of the individual. A given image that is obtained can include objects, animals, people, etc. When a person is found in the image, the image can be analyzed to locate the face of the person in the image. The face can be identified in the image using a variety of image processing and analysis techniques including edge detection, gradient calculation, and so on. The flow **100** includes tracking the face **122** within the video. The tracking the face can include movement of the face within the series of images, the face leaving the series of images, the face returning to the series of images, and so on. The movement of the face can include rotation, scaling, translation, and so on. The flow **100** includes selecting the individual **124** from a plurality of people that can be found in a given image. An individual can be selected and various analyses can be performed on the image of the individual selected. The analysis steps can be repeated for additional individuals who might be found in the image, as will be discussed in more detail in the following paragraphs.

[0044] The flow **100** includes classifying the face **130**. The classifying of the face can include the use of one or more image classifiers **132**. The image classifiers in use may include, but are not limited to, Neural Network, Support Vector Machine (SVM) and/or Bayesian image classifiers. In embodiments, the image classifiers are used to map facial landmarks within the face to emotional content. In embodiments, the emotional content comprises a facial expression. The flow **100** may include generating confidence values **134**.

The confidence values can be based on an output of the one or more image classifiers. The one or more image classifiers may be trained in a supervised or unsupervised learning process. Once trained, the classifiers can generate a confidence value for the existence of a given facial feature, such as a smile, brow raise, and the like. The confidence values can represent a probability or likelihood of the presence of a particular feature.

[0045] The flow **100** includes extracting features **140** within the face of the individual. Features, for example facial features, can include the height of a face, the width of a face, the size of eyes, the distance between eyes, the distance between the nose and mouth, the size of ears, the position of ears, and so on. Any facial features relevant to facial analysis can be extracted. Thus, embodiments include extracting features within the face of the individual. The flow **100** includes performing facial region or landmark detection **150** on the face of the individual. The facial landmark detection can be based on a variety of facial features and can include an eyebrow, an outer eye edge, a nose, a corner of a mouth, and so on. Any number of facial landmarks can be detected from the facial data that is captured. The flow can include determining regions within the face of the individual rather than detecting landmarks. Classifiers can then be used to evaluate the region or regions of the face to detect emotional content, e.g. brow furrows, smiles, etc. The flow can include performing a statistical mapping for the regions within the face into facial content. The statistical mapping can take facial image input and provide probabilities that certain facial action units have occurred. Thus, an image is provided as input and a probability of the existence of an action unit within a face in that image is provided as an output. The statistical mapping can include evaluation of action units for the facial content. The facial content can include emotional content.

[0046] The flow **100** can include performing a statistical mapping **152**. The statistical mapping can include sorting and/or ranking the features according to the generated confidence values. Thus, embodiments include performing a statistical mapping for the regions within the face into the facial content. In embodiments, translating the facial content is based on the statistical mapping. For example, when it is detected that there is a high probability (confidence value) that a user is smiling, a happy emoji may be selected for inclusion in a message or other electronic communication of the user.

[0047] The flow **100** can include tracking landmarks **154**. As an individual moves during the collection of video, the location of the landmarks also moves. The flow **100** may include predicting a future location **156** of one or more landmarks. For example, if an individual is moving from right to left within the field of view of a video camera that is being used for image collection, a landmark may be detected at a first location in frame X. That landmark is then detected at a second location in frame X+1. The difference and direction between the first and second location can be computed, and a predicted location for a future frame (e.g. frame X+2) can be computed (e.g. by extrapolation). Thus, embodiments include predicting a future location for the facial landmarks and using the future location in the translating of the facial content. By using predicted location, a more efficient identification of landmarks within video can be achieved. Thus, embodiments include tracking facial landmarks that were identified by the facial landmark detec-

tion. Furthermore, embodiments include using the future location for tracking the face from frame to frame of a video.

[0048] The flow **100** can include translating facial regions or landmarks, detected during the performing of the facial region/landmark detection, into a representative icon **160**. The representative icon can be a character, a pictograph, an emoticon, and so on. The representative icon can be a character included in a communication standard. The translating can be based on image classifiers. The image classifiers can be used to analyze the face that can be identified in the one or more images. The classifiers used to process the images can be algorithms, heuristics, short pieces of code, and so on. The classifiers can be realized using mobile devices, server devices, specially designed integrated circuits, etc. The flow **100** can include summing confidence values **162**. The confidence values can be associated with one or more action units that are detected in a face. The flow **100** can include computing weighted sums **164**. The weighted sums can be used to give certain action units more importance in identifying a particular expression. For example, for detecting a smile, action unit AU12 (Lip Corner Puller) and an absence of AU16 (Lower Lip Depress) may be important in detecting a smile. AU25 (lip part) may also be present in many smiles, but it may still be possible to smile without the presence of that action unit. Thus, an exemplary expression for a smile may be expressed as:

$$XP_1 + Y(NEG(P_2)) + ZP_3$$

[0049] Where P_1 is a confidence value for AU12, P_2 is a confidence value for the absence of AU16, and P_3 is a confidence value for AU25. Weights are applied to each confidence value. X is the weight for P_1 , Y is the weight for the absence of P_2 , and Z is the weight for P_3 . In embodiments, Y may be a negative weight to perform the negation operation. Thus, in embodiments, the summing includes negative weights. In this example, Z may be less than both X and Y, since the action unit AU25 is not as important in identifying the example expression. For example, in an embodiment, X=10, Y=10, and Z=5. Thus, in embodiments, the summing includes a weighted summation of the confidence values. As can be seen, some expressions may include confidence values for the presence of an action unit, the absence of an action unit, or a combination of presence and absence of different action units.

[0050] The image classifiers can be used to map facial landmarks within the face to emotional content. For example, the positions of various facial landmarks can be analyzed to determine an emotional state, a mood, and so on. The translating can include detection of one or more of sadness, stress, happiness, anger, frustration, confusion, disappointment, hesitation, cognitive overload, focusing, engagement, attention, boredom, exploration, confidence, trust, delight, disgust, skepticism, doubt, satisfaction, excitement, laughter, calmness, curiosity, humor, poignancy, or mirth. The emotional content that can be mapped can include a facial expression. For example, the facial expression can include a smile, a wink, a kiss, a smirk, and so on. The translating can be based on motion of the facial landmarks. The motion of facial landmarks can include movement resulting from the formation of facial expressions such as the formation of a smile, a smirk, a frown, etc. The motion of facial landmarks can include rotation, translation, scaling, etc. of the face within the image. The motion of the facial landmarks can include a face leaving a subsequent image in

a series of images, reappearing in a subsequent image in a series of images, and so on. The translating can comprise mapping action units to the representative icon. The mapping can be based on a weighted combination of the action units. The translating can comprise replacement of an emoji keyboard. The translating can augment information from an emoji keyboard. In some embodiments, the translating provides a subset of emoji for selection using an emoji keyboard.

[0051] The representative icon can include an emoji. One or more emoji can be used to represent a mental state, a mood, etc. of an individual; to represent food, a geographic location, weather, and so on. The emoji can include a static image. The static image can be a predefined size such as a number of pixels, for example. The emoji can include an animated image. The emoji can be based, for example, on a GIF or another animation standard. The emoji can include a cartoon representation. The cartoon representation can be any cartoon type, format, etc. that can be appropriate for representing an emoji. The flow **100** includes importing a set of emoji **166**. The emoji that can be imported can include characters, pictographs, emoticons, and any of a set of standard, official, and custom emoji. The emoji can be imported based on user preferences and/or a user profile. For example, if gender and ethnicity information is available in a user profile, then the imported emoji can be based on the gender and ethnicity contained within the user profile. The emoji can be imported from a source, loaded by a user, downloaded from the Internet, etc. In embodiments, the emoji includes information on gender, age, or ethnicity. The representative icon can be an emoji from the set of emoji. The representative icon can be automatically selected, pre-chosen, selected by the person, and so on. Thus, embodiments include providing a plurality of emoji wherein the representative icon is included within the plurality of emoji. The flow **100** includes selecting the representative icon from the set of emoji based on emotion content analysis **168** of the face. The selecting of the representative icon can be based on the use of the image classifiers as previously discussed. In embodiments, the representative icon includes an emoji. The representative icon can be selected from emoji and can represent one or more of sadness, stress, happiness, anger, frustration, confusion, disappointment, hesitation, cognitive overload, focusing, engagement, attention, boredom, exploration, confidence, trust, delight, disgust, skepticism, doubt, satisfaction, excitement, laughter, calmness, curiosity, humor, poignancy, or mirth. The representative icon can represent other moods, mental states, facial expressions, and so on. In some cases, a plurality of emoji is presented to an individual for selection of an appropriate emoji. The individual can be the person being observed or can be a third party. Thus, in embodiments, the representative icon represents an emotional state for the individual.

[0052] The selection of an icon based on emotion can be accomplished in a variety of ways. In embodiments, it can occur as part of translating the facial content into a representative icon. In some embodiments, translating comprises replacement of an emoji keyboard. Thus, instead of needing to switch to a specific emoji keyboard to enter an emoji, embodiments may automatically select an emoji from a list/table of available emoji, and automatically include the emoji in a user's message. In some embodiments, the emoji is appended to the end of the message. However, other

embodiments may prepend the emoji at the beginning of the message or include the emoji at some intermediate point within the message.

[0053] In yet other embodiments, the translating augments information from an emoji keyboard. In such an embodiment, an emoji keyboard may have one or more emoji highlighted, or otherwise emphasized as likely emoji to use, based on a detected expression and/or emotional/mental state of the user. In some embodiments, the emoji keyboard may be sorted based on the suggested/recommended emoji based on computed confidence values of one or more emoji. In some embodiments, the translating provides a subset of emoji for selection using an emoji keyboard. Thus, in some embodiments, the emoji keyboard may include a subset of the full emoji set. The subset includes one or more emoji that are deemed to be suitable for inclusion in a user's message, based on the detected facial expressions of the user.

[0054] In some embodiments, instead of automatically inserting an emoji, the user may be prompted to select an emoji from a set of one or more emoji that are deemed as appropriate, based on detected facial expressions and/or mental state of the user. Thus, in embodiments, the plurality of emoji is presented to the individual for selection of an appropriate emoji. In embodiments, each emoji may be displayed with a corresponding probability score. Thus, in embodiments, the plurality of emoji is presented with a probability score to aid the individual in the selection.

[0055] The representative icon can represent an emotional state for the individual. For example, the representative icon can be an emoji and can represent that the individual is happy, sad, angry, confused, etc. The emoji that can be selected to be the representative icon can include information on gender, age, or ethnicity. For example, the emoji selected can include long hair, short hair, no hair, curly hair, and straight hair; a color to represent a skin tone or any random color; facial adornments including glasses, sun glasses, facial jewelry, and tears; and any other figure, pictogram, emoticon, emoji etc. that can be used to indicate gender, age, or ethnicity. In embodiments, the gender, age, or ethnicity is detected by analyzing the image. The image may be a still image or video frame of the user detected by a user-facing camera. The flow **100** includes where gender, age, or ethnicity is detected by analyzing the image **172**. The image can be analyzed for facial features including skin tone, facial shape, skin texture, hair texture, hair color, eye shape, eye placement, etc. The action units can be mapped to the representative icon. The action units can include facial action units from the facial action coding system (FACS). The facial action units can include AU1 inner brow raiser, AU2 outer brow raiser, AU6 cheek raiser, AU12 lip corner puller, etc. Any action units from FACS or other facial action codes can be used. The mapping can be based on a weighted combination of the action units. The weighting can include a coefficient that can be positive (AU can be present) or negative (AU can be absent). Any number of action units can be included in the weighting.

[0056] The flow **100** includes providing multiple emoji **170** wherein the representative icon is included within the plurality of emoji. The plurality of emoji can be provided for automatic selection, for selection by the person in the image, for selection by one or more people who might or might not be in the image, and so on. The plurality of emoji can be presented with a probability score to aid the individual in the selection. For example, several emoji that represent a smirk

can be presented to the individual. The emoji can be of different size, different colors, and/or can include other features such as open eyes, closed eyes, a winking eye, etc. The probability that can be included with the provided emoji can be based on emoji most likely to represent a mental state or mode of the individual. For example, emoji representing kissing could be ranked from a friendly peck, to a passionate kiss, to a kiss as an expression of derision. The flow **100** includes picking a most emoted image **171** from the series of images and performing the translating for the most emoted image. For example, statistics can be kept regarding which of one or more emoji are likely to be selected to represent a particular facial expression, mental state, mood, and so on. The most emoted image can be based on computing the most expressive image in a collection of images. The most emoted image can be based on demographic and other information. The translating can be based on a mental state event temporal signature. For example, the translating into a representative icon can be based on the time of a specific event such as a world event, a sporting event, a personal event, etc.

[0057] The flow **100** can include identifying a second face **180** within the image. As previously described, one or more images can be analyzed for the presence of one or more individuals. When more than one individual can be found in an image, then the identifying can be repeated for the additional faces. The flow **100** includes tracking a second face **182** within the video. As described above, the tracking can include tracking the face while the face rotates, scales, and translates among images that include the face. The tracking can include the face leaving (e.g. not being found) in a subsequent image, returning (e.g. being found) in a subsequent image, and so on. The flow **100** includes selecting the individual **184** from a plurality of people. The selecting the individual can include selecting the second face identified in the image containing more than one face. When more than two faces can be identified in the image, the selecting can be repeated for any number of the additional faces in the image. The flow **100** includes providing a second representative icon **186** for the second face. A plurality of representative icons can be presented where one or more of the icons that can be provided can include a probability. The probabilities that can be provided can be based on a most emoted image or icon, a most popular image or icon, a temporal signature, and so on.

[0058] The flow **100** includes transmitting the representative icon within a social media context **190**. The individual whose face can be identified can choose to share the one or more representative icons on social media. The social media can include any social media context including, for example, Facebook™, Twitter™, Instagram™, Tumblr™, and so on. The sharing can be based on the individual choosing a representative icon such as an emoji and sharing that representative icon on the individual's social network. The sharing can be based on automatic posting of the representative icon. The automatic posting can be based on the individual opting in to the automatic sharing. The sharing can be based on social media friends posting representative icons to the social media of the individual. The representative icons can be shared between and among two or more individuals identified in an image, for example. The representative icons can be based on the most emoted images, a temporal signature, and so on. Various steps in the flow **100** may be changed in order, repeated, omitted, or the like

without departing from the disclosed concepts. Various embodiments of the flow **100** can be included in a computer program product embodied in a non-transitory computer readable medium that includes code executable by one or more processors. Various embodiments of the flow **100**, or portions thereof, can be included on a semiconductor chip and implemented in special purpose logic, programmable logic, and so on.

[0059] FIG. **2** is a flow diagram for face manipulation. The flow **200** includes identifying a face **210**. This may include, but is not limited to, identifying face boundaries, identifying face landmarks, and/or identifying facial features or elements such as eyes, nose, and mouth. The flow **200** continues with performing alignment **220**. The alignment **220** may include rotating the face to a substantially vertical (portrait) orientation. Thus, embodiments include performing alignment on the face that was identified. The flow **200** may include using common locations **222** in the alignment. The common locations **222** can pertain to regions of pixels. For example, the alignment may include moving and/or transforming the image such that the mouth of the face is within a given region of pixels within the image. In some embodiments, performing alignment includes using common locations for eye and lip coordinates for the face from frame to frame of a video. The flow **200** continues with performing normalization **230**. Thus, embodiments include performing normalization on the face that was identified. In embodiments, performing normalization includes resizing the face **232**. Normalization **230** may also include additional processing such as contrast adjustment, brightness adjustment, saturation adjustment, hue adjustment, background removal, color substitution, and/or other techniques for improving downstream process efficiency.

[0060] FIG. **3** is a flow diagram for computing facial metrics. The flow **300** can be implemented on a mobile device, on a server, in a semiconductor chip, and so on. The flow **300** describes computing facial metrics for one or more faces identified in images, and the facial metrics can be used in the translation of facial expressions into emoji. The flow **300** includes identifying a face **310** of the individual in an image of an individual. Various techniques can be used to identify the face of the individual in the image, including image analysis techniques. The flow **300** includes defining a region of interest (ROI) **320** in the image that includes the face. The region of interest can be located in a face based on facial landmark points such as edges of nostrils, edges of a mouth, edges of eyes, etc. The flow **300** includes extracting one or more histogram of oriented gradients (HoG) **330** features from the ROI. A HoG can be based on a count of occurrences of gradient orientation, where the gradient orientation can be within a given section of an image, for example. The gradients can be based on intensity, for example. The flow **300** includes computing a set of facial metrics **340** based on the one or more HoG features. The facial metrics can be used to identify the locations of facial features such as a nose, a mouth, eyes, ears, and so on. Thus, embodiments include defining a region of interest (ROI) in the image that includes the face; extracting one or more histogram-of-oriented-gradients (HoG) features from the ROI; and computing a set of facial metrics based on the one or more HoG features. The flow **300** includes identifying multiple human faces **350** within the image. The captured image that can be analyzed for the presence of one person can be analyzed for the presence of two or more people. The

flow **300** includes identifying a region of interest (ROI) in the image for each identified human face **360**. The regions of interest for the one or more faces can include facial landmarks. The flow **300** includes extracting one or more HoG features from each ROI **370**. The HoG can include facial feature descriptors and can be computed for the regions of interest. The flow **300** includes computing a set of facial metrics based on the one or more HoG features for each of the multiple human faces **380**. As mentioned above, the facial metrics can be used to identify the locations of facial features including facial landmarks. Various steps in the flow **300** may be changed in order, repeated, omitted, or the like without departing from the disclosed concepts. Various embodiments of the flow **300** can be included in a computer program product embodied in a non-transitory computer readable medium that includes code executable by one or more processors. Various embodiments of the flow **300**, or portions thereof, can be included on a semiconductor chip and implemented in special purpose logic, programmable logic, and so on. Thus, embodiments include identifying multiple human faces within the image; defining a region of interest (ROI) in the image for each identified human face; extracting one or more histogram-of-oriented-gradients (HoG) features from each ROI; and computing a set of facial metrics based on the one or more HoG features for each of the multiple human faces.

[0061] FIG. 4A shows example emoji **400**. Emoji such as those seen in the example have come in to widespread use in a variety of electronic and other communications that can include email, text messages (SMS), social networking apps, and so on. Emoji can denote geographic locations, types of weather, pets and other animals, various objects, facial expressions, etc. Emoji can be specific to a variety of activities, applications, business practices, cultural norms, foods, and so on. The example emoji **400** illustrate a variety of facial expressions. The facial expressions can imply one or more mental states, one or more moods, etc. The emoji for facial expressions can include a smiling face with open mouth, a white smiling face (sometimes referred to as the generic smiley face), a winking face, a kissing face with closed eyes, a kissing face, a face with stuck out tongue and winking, a face with stuck out tongue, a face with stuck out tongue and tightly closed eyes, a flushed face, a pensive face, a disappointed face, an unamused face, a pouting face, a face screaming in fear, an astonished face, a smirking face, and so on. Emoji can be used to express demographic information that can include gender, age, ethnicity, and so on. Emoji **410** represents a smiling face with an open mouth. Emoji **412** represents a kissing face. Emoji **414** represents a flushed face. Emoji **416** represents a pouting face. Emoji **420** represents a smiling face. Emoji **422** represents a smiling face with a stuck-out tongue and winking eye. Emoji **424** represents a pensive face. Emoji **426** represents a face screaming in fear.

[0062] FIG. 4B illustrates additional emoji. The example emoji **402** illustrate a variety of additional facial expressions. Emoji **450** represents a winking face. Emoji **452** represents a smiling face with a stuck-out tongue. Emoji **454** represents a disappointed face. Emoji **456** represents an astonished face. Emoji **460** represents a kissing face with closed eyes. Emoji **462** represents a smiling face with a stuck-out tongue and tightly closed eyes. Emoji **464** represents an unamused face. Emoji **466** represents a smirking face. Emoji **468** represents fireworks.

[0063] Each of the emoji shown in FIG. 4A and FIG. 4B can be included in a database. In embodiments, each emoji can be associated with an index. The database may be a relational database such as a Structured Query Language (SQL) database. One or more tables may be associated with each emoji, and may contain various attributes of the emoji. The attributes may include one or more emotions/mental states associated with the emoji. For example, emoji **410** and emoji **420** may be associated with happiness. Some emoji may be associated with multiple emotions. For example, emoji **464** may be associated with disappointment, worry, and discontent. Additionally, some emoji may not necessarily resemble a human form. For example, emoji **468** represents fireworks. The fireworks emoji **468** may be associated with a high level of happiness. Thus, when a high level of happiness is detected, a fireworks emoji **468** may be presented. This is merely exemplary, and other non-human-form emoji may also be used in disclosed embodiments.

[0064] The database may further include attributes, such as one or more action units that are associated with each emoji, as well as action units whose absence can be associated with the emoji. For example, emoji **450** may be associated with AU**46** (wink), AU**12** (lip corner puller) and an absence of AU**15** (lip corner depressor). The database can also include additional information such as user preferences, and/or user profile information such as gender, age, and/or ethnicity. The user profile and/or user preference information can be used as criteria for determining an emoji to select and/or suggest for insertion into a message and/or post. In some embodiments, more than one emoji may be automatically included in a message. For example, if a user is detected to be very happy, two of emoji **410** and three of emoji **468** can be included in the message.

[0065] FIG. 5 shows example emoji with action unit (AU) combinations. Facial expressions can be displayed by a human face and can be described by the presence and absence of one or more action units. The action units can be based on movements of one or more facial muscles and can be codified with a system such as the facial action coding system (FACS). The action units described in FACS can each have a number as well as a description. The AUs can correspond to positions of specific facial portions. For example, AU**25** can be described in FACS as “Lips Part” and can correspond to depressor labil inferioris, etc. Any number of AUs can be included in a facial expression. Similarly, any number of AUs and/or facial muscle movements can correspond to an emoji. One or more emoji can be selected to represent a given facial expression, for example. In the example **500**, certain emoji with combinations of one or more action units (AUs) are shown that can form the basis of the emoji. The emoji are shown along with corresponding entries in a data table **550**. The data table **550** may be implemented as one or more tables in a relational database. Emoji **510** is associated with field **552** and field **554**. Field **552** contains identification information for the emoji. The identification information can include AUs, other codes, and/or descriptive text. Combinations of AUs, negative AUs, the absence of AUs, etc., can be determined for any number of emoji, where the emoji can describe facial expressions, activities, and so on, as previously described. For example, the smiling face with open mouth emoji **510** can be associated with a combination of smile+AU**25**+negative(eye closure), as indicated in field **522**. Furthermore, emoji **510** is associated with an emotion of happiness, as indicated in field

554. Similarly, the smiling face emoji **512** can be associated with a combination of smile+eye closure+negative(AU**25**), as indicated in field **556**. Furthermore, emoji **512** is associated with an emotion of happiness, content, and relief. The winking face emoji **514** can be associated with the presence of a wink (AU**46**) and a smile, as indicated in field **570**. Furthermore, emoji **514** is associated with an emotion of joking, as indicated in field **572**. The pouting face emoji **516** can be associated with the presence of AU**15** and AU**04**, and the emoji **516** is associated with the emotions of anger and disappointment as indicated in field **576**. A similar categorization can exist in table **550** for the other emoji shown in FIG. **4A** and FIG. **4B**.

[0066] FIG. **6** shows example emoji with AUs and weights. In the example **600**, one or more emoji can be selected as representative icons that can result from translating facial landmarks of a face that can be identified in an image obtained of an individual. The one or more emoji can be based on facial expressions, where the facial expressions can include the presence or absence of one or more action units (AUs). Since the magnitude of a particular AU can vary from person to person and from image to image, weights can be assigned to help assist in the selection of an emoji as a representative icon. The action units can be added, subtracted, multiplied, etc., as part of the weighting. For example, smiling face with open mouth emoji **610** can include positive AUs (smile, AU**25**) and negative AU (eye closure). The weight can be determined as a function of one or more attributes and/or action units. In embodiments, the function is a minimum function that returns the minimum value amongst multiple input values. A weight for the emoji smiling face with open mouth can be determined based on an expression equaling a minimum value from the AUs, a maximum value from the AUs, arithmetic combinations of the AUs, and so on. For example, a weight for determining the emoji **610** of a smiling face with open mouth can be: $\text{func}(\text{smile}, \text{AU25}, 100\text{-eyeclosure})$. The function can be a minimum function, in which case the weight can be expressed as $\text{min}(\text{smile}, \text{AU25}, 100\text{-eyeclosure})$. The smiling face emoji **612** can include action units AU**25**, AU**02**, and AU**04**. In embodiments, the weight for determining the emoji **612** can be expressed as $\text{min}((\text{smile}, \text{AU25})-0.2*\text{AU02}-0.2*\text{AU04})$. The winking face emoji **614** can include action units AU**46**, and absence of tongue out and eye closure. In embodiments, the weight for determining the emoji **614** can be expressed as $\text{min}((\text{AU15}, \text{AU04})+0.5*\text{AU09}-0.1*\text{AU18}-0.1*\text{AU25}-0.1*\text{smile}-0.1*\text{smirk})$.

[0067] The weighting for a particular emoji can include any number of terms. For example, the emoji **616** of a pouting face can be determined based on positive AUs (AU**15**, AU**04**, AU**09**(**0.5**)) and negative AUs (AU**18**(**-0.1**), AU**25**(**-0.1**), smile(**-0.1**), smirk(**-0.1**)), and so on. The coefficients that can be included with the AUs can correspond to weighting factors for the AUs. The weighting factor can be positive or negative, can have a range of values, and so on. The AUs that can be included in the determining of the emoji pouting face can include for example AU**15** “Lip Corner Depressor”, AU**04** “Brow Lowerer”, AU**09** “Nose Wrinkler”, AU**18** “Lip Pucker”, AU**25** “Lips Part”, “Smile”, and “Smirk”. A weight for the emoji pouting face can be based on an expression equaling a minimum value from some of the AUs with additions, subtractions, etc. of other AUs. For example, a weight for determining the emoji **616** of pouting face can be: $\text{min}((\text{AU15}, \text{AU04})+0.5*\text{AU09}-0.$

$1*\text{AU18}-0.1*\text{AU25}-0.1*\text{smile}-0.1*\text{smirk})$. Any number of action units and weights can be considered in the selection of an emoji as a representative icon.

[0068] FIG. **7** shows expression recognition. Images of an individual are obtained and the face of the individual is identified. The face of the individual is classified to determine facial content using a plurality of image classifiers. The classifying includes generating confidence values for a plurality of action units for the face. The facial content is translated into a representative icon, where the translating the facial content includes summing the confidence values for the plurality of action units. The summing includes weighted summation of the confidence values. The representative icon can be an emoji and can be selected based on emotion content analysis of the face. Expression recognition **700** can be determined for an individual by analyzing the face of the individual. The face of the individual can be captured using a camera such as a video camera, still camera, etc., or other image capture device. In the case of the camera being a video camera, the video can be partitioned into video frames **710**. The video frames can include a first frame **1 712**, a second frame **2 714**, and so on including a Nth frame (not shown). The video frames, including frame **1 712** and frame **2 714** can be analyzed to detect a face **720**. The face that can be detected in one or more frames can include face **1 722**. Thus, in embodiments, the image is one image from a series of images of the individual. In embodiments, the series of images comprises a video of the individual. In embodiments, other faces including a second face (not shown) can be identified in the one or more video frames. The face can include a human face, an animal face, a cartoon face, and so on. In other embodiments, an identified feature in a video frame can include an object, a structure, a geological feature, etc. The detecting a face can include tracking the face. To improve tracking of the face, the face can be aligned, normalized, scaled, and so on.

[0069] The detected face such as face **1 722** can be analyzed for expression recognition **730**. An expression including a facial expression can include a smile, frown, smirk, sneer, etc. The facial expression can result from the movement of one or more facial muscles of the detected face. Expression recognition can be based on classifying the face to determine facial content, where the classifying can be based on the use of image classifiers. The image classifiers can be used to identify action units (AU). The AUs can be weighted, where the weight for an AU can be positive, negative, a percentage, a ratio, etc. The presence (e.g. positive AUs) or absence (e.g. negative AUs) of one or more action units can determine an expression on the face. The action units can include AUs from the facial action coding system (FACS) which describe the outward appearance on the face of the movements of various facial muscles. The action units can include main codes, head movement codes, eye movement codes, visibility codes, gross behavior codes, combinations of the types of codes, and so on. The main codes can include inner brow raiser AU **1**, nose wrinkler AU **9**, dimpler AU **14**, jaw drop AU **26**, and so on. The AUs can represent the deconstructed facial expression. The facial expression can convey an emotional state, where the emotional state can include sadness, stress, happiness, anger, humor, poignancy, mirth, and so on. Sadness can include AU **1**+AU **4**+AU **15**, happiness can include AU **6** plus AU **12**, anger can include AU **4**+AU **5**+AU **7**+AU **23**, etc. Other emotions can be determined by adding AUs, subtracting

AUs, and so on. The head movement codes can include head turn left, head turn right, etc. The eye movement codes can include eyes turn left, eyes turn right, etc. Visibility codes can include brows and forehead not visible, eyes not visible, and so on. Gross behavior codes can include sniff, shoulder shrug, head nod, etc.

[0070] FIG. 8 illustrates emoji determination. Images of an individual are obtained and the face of the individual is identified. The face of the individual is classified to determine facial content using a plurality of image classifiers. The classifying includes generating confidence values for a plurality of action units for the face. The facial content is translated into a representative icon, where the translating the facial content includes summing the confidence values for the plurality of action units. The summing includes weighted summation of the confidence values. The representative icon can be an emoji and can be selected based on emotion content analysis of the face. Emoji determination **800** can be based on facial content of an individual. The facial content of the individual can include using image classifiers to classify the face. The facial content can be translated into a representative icon, where the representative icon can include one or more emoji. As discussed elsewhere, facial content can include action units (AU), where the action units can include action units from the facial action coding system (FACS). The action units can describe movements including micro-movements of various facial muscles. AUs can be detected **810**, where the detection of AUs can include generating confidence values or weights for each detected AU. The confidence values or weights can be positive (e.g. the presence of an AU) and negative (e.g. the absence of an AU). The presence of AUs and the absence of AUs can be combined to determine a facial expression. The combination of the AUs can include adding AUs, subtracting AUs, multiplying AUs, and so on. A facial expression can be used to determine a mental state of a person, where the mental state can include sadness, stress, happiness, and so on.

[0071] Action units can be determined by classifying a face to determine facial content. The determining of facial content can be based on using image classifiers. The classifying can include generating confidence values for action units for the face. The confidence values can be positive **820** to indicate the presence of an AU, negative **822** to indicate the absence **822** of an AU, and so on. The positive action units **830** and the negative action units **832** can be summed **840**. The summing of the positive AUs and the negative AUs can be used to determine one or more emoji **850**. The emoji that can be determined can be obtained by uploading by a user, downloading from the Internet, etc. The emoji can represent a facial expression, a mental state, an emotional state, and so on, of an individual. The emoji can include a static image such as a jpeg file and a tiff file, an animated image such as a gif file, a cartoon representation, and so on. Thus, in embodiments, the emoji includes a static image. In some embodiments, the emoji includes an animated image. In some embodiments, the emoji includes a cartoon representation. The emoji can include demographic information such as gender, age, ethnicity, etc. The emoji can be customizable. The emoji can be used to cover the face of the individual captured in an image, video frame, etc. The emoji **850** that are determined can represent the facial content represented by the AUs, a mental state, an emotional state, etc. The emoji that are determined can be presented with a

probability score, where the probability score can be used to aid in the selection of one or more emoji. The selection of the one or more emoji can be based on automatic selection, can be selected by the individual whose face has been analyzed, can be selected by voting, can be a most commonly selected emoji, and so on. Selection of the one or more emoji can be performed using an emoji keyboard or other selection technique.

[0072] FIG. 9 is a flow diagram for expression classification. Images of an individual are obtained and the face of the individual is identified. The face of the individual is classified to determine facial content using a plurality of image classifiers. The classifying includes generating confidence values for a plurality of action units for the face. The facial content is translated into a representative icon, where the translating the facial content includes summing the confidence values for the plurality of action units. The summing includes weighted summation of the confidence values. The representative icon can be an emoji and can be selected based on emotion content analysis of the face. The flow **900** includes detecting a face **910**. Detection of the face can include identifying facial landmarks, locating facial regions, and so on. The facial landmarks can include edges of eyes, corners of a mouth, tip of a nose, etc. The facial regions can include eyes, ears, a nose, a mouth, a chin, a forehead, etc. The detection of the face can be based on using classifiers, where the classifiers can be used to generate confidence values, whether positive confidence values or negative confidence values, for action units (AU). The action units can include those described by the facial action coding system (FACS).

[0073] The flow **900** includes tracking the face **920** that is detected. The tracking of the face can include identifying the face within two or more video frames that can be extracted from a video. The tracking of the face can include identifying the face within a series of still images. The flow **900** includes aligning and normalizing **930** the face. Depending on the proximity, orientation, etc., of a person whose image can be captured by a camera, the face of the person can appear larger, smaller, in profile, rotated, tilted, and so on. To improve tracking of the face, various techniques can be used including alignment of facial landmarks, facial regions, etc. The alignment can include aligning facial features from one image or video frame with the facial features from another image or video frame. The alignment can include aligning facial features to a facial standard, a facial template, etc. The improvement of the tracking can include normalization of the face. The normalization of the face can include registering, zooming in (magnifying), zooming out (contracting), rotating, and so on. The normalization can be based on estimating a head angle, where the head angle can include roll, pitch, and yaw of the head of the individual. The normalizing can include warping the face. The flow **900** includes extracting features **940**. The extracting features, including extracting facial features, can include determining the locations of key facial landmarks, facial regions, etc. Facial landmarks can include edges of eyebrows, corners of eyes, center of pupil, bridge of nose, tip of nose, edges of nose, corners of mouth, tips of ears, etc. Facial regions can include eyebrows, eyes, nose, mouth, ears, and so on.

[0074] The flow **900** includes generating a histogram of oriented gradients (HoG) **950**. A HoG is a feature descriptor, such as shape, color, motion, etc., that can be used for object detection. The object that can be detected can include a face.

The HoG can be used to count occurrences of a gradient orientation within a localized portion of an image. An image can be divided into cells which can be small, connected regions within the image. A histogram of gradient directions can be generated for one or more cells. The HoG can be a concatenation of the histograms generated for each cell. The flow **900** includes classifying expressions **960**. The classifying can include determining into which of a set of categories a particular observation such as a facial expression belongs. The determination of the category can be based on comparison to a training set of data, where the set of data contains observations for which category membership is known. The classifying can be used to classify a facial expression such as smiling, smirking, frowning, etc. The flow **900** includes performing post processing **970**. The post processing can include removing noise from a signal, removing a predilection of an individual based on a baseline determined for the individual, and so on. The post processing can include augmenting the classifying the face of the individual with audio obtained from the individual.

[0075] FIG. 10 illustrates weight determination. Images of an individual are obtained and the face of the individual is identified. The face of the individual is classified to determine facial content using a plurality of image classifiers. The classifying includes generating confidence values for a plurality of action units for the face. The facial content is translated into a representative icon, where the translating the facial content includes summing the confidence values for the plurality of action units. The summing includes weighted summation of the confidence values. The representative icon can be an emoji and can be selected based on emotion content analysis of the face. Weight determination **1000** can be performed based on a histogram of oriented gradients (HoG) **1010**. The HoG can describe the concatenation of gradient orientations that can be determined for localized, connected cells within an image. Vectors and features **1020** can include features such as facial features. The facial features can include eyes, a nose, a mouth, ears, eyebrows, a forehead, a chin, and so on. The vectors and features **1020** can be used for training a support vector machine (SVM) **1030**. A support vector machine can be based on one or more supervised learning models. The supervised learning models can include algorithms, including learning algorithms, that can be used for analyzing data for classification. The vectors and features can include known classifications and can be used to train the SVM to categorized new data into a known classification or classifications. The classification can include classifying a face to determine facial content. The SVM **1030** can analyzed the HoG **1010** and can generate confidence values for a plurality of action units (AU). As discussed elsewhere, the AUs can include AUs from the facial actions classification system (FACS). The confidence values can include weights **1040**. The weights can be positive or negative. The values of the weights can be integer values, real values, binary values, and so on. While a range of weights including 0 to 100 is shown, other ranges such as 0.0 to 1.0, 1 to 10, and so on can also be used. A positive weight can indicate the presence and intensity of an AU. A negative weight can indicate the absence and intensity of an AU. The weights, including positive weights and negative weights can be summed. The weight summation of the confidence values can be used for

selection and presentation of one or more emoji. The emoji can represent a facial expression, a mental state, an emotional state, and so on.

[0076] FIG. 11 is a diagram showing image collection including multiple mobile devices. Images from these multiple devices can be used by the convolutional neural net to evaluate emotions. The collected images can be analyzed for mental state analysis and/or facial expressions. A plurality of images of an individual viewing an electronic display can be received. A face can be identified in an image, based on the use of image classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. In the diagram **1100**, the multiple mobile devices can be used singly or together to collect video data on a user **1110**. While one person is shown, the video data can be collected on multiple people. A user **1110** can be observed as she or he is performing a task, experiencing an event, viewing a media presentation, and so on. The user **1110** can be shown one or more media presentations, political presentations, or social media, or another form of displayed media. The one or more media presentations can be shown to a plurality of people. The media presentations can be displayed on an electronic display **1112** or another display. The data collected on the user **1110** or on a plurality of users can be in the form of one or more videos, video frames, still images, etc. The plurality of videos can be of people who are experiencing different situations. Some example situations can include the user or plurality of users being exposed to TV programs, movies, video clips, social media, and other such media. The situations could also include exposure to media such as advertisements, political messages, news programs, and so on. As noted before, video data can be collected on one or more users in substantially identical or different situations and viewing either a single media presentation or a plurality of presentations. The data collected on the user **1110** can be analyzed and viewed for a variety of purposes including expression analysis, mental state analysis, and so on. The electronic display **1112** can be on a laptop computer **1120** as shown, a tablet computer **1150**, a cell phone **1140**, a television, a mobile monitor, or any other type of electronic device. In one embodiment, expression data is collected on a mobile device such as a cell phone **1140**, a tablet computer **1150**, a laptop computer **1120**, or a watch **1170**. Thus, the multiple sources can include at least one mobile device, such as a phone **1140** or a tablet **1150**, or a wearable device such as a watch **1170** or glasses **1160**. A mobile device can include a forward facing camera and/or a rear-facing camera that can be used to collect expression data. Sources of expression data can include a webcam **1122**, a phone camera **1142**, a tablet camera **1152**, a wearable camera **1162**, and a mobile camera **1130**. A wearable camera can comprise various camera devices such as the watch camera **1172**. A mobile device could include an automobile, truck, or other vehicle. The mental state analysis could be performed by such a vehicle or devices and system with which the vehicle communicates.

[0077] As the user **1110** is monitored, she or he might move due to the nature of the task, boredom, discomfort, distractions, or for another reason. As the user moves, the camera with a view of the user's face can be changed. Thus, as an example, if the user **1110** is looking in a first direction, the line of sight **1124** from the webcam **1122** is able to observe the user's face, but if the user is looking in a second direction, the line of sight **1134** from the mobile camera

1130 is able to observe the user's face. Furthermore, in other embodiments, if the user is looking in a third direction, the line of sight **1144** from the phone camera **1142** is able to observe the user's face, and if the user is looking in a fourth direction, the line of sight **1154** from the tablet camera **1152** is able to observe the user's face. If the user is looking in a fifth direction, the line of sight **1164** from the wearable camera **1162**, which can be a device such as the glasses **1160** shown and can be worn by another user or an observer, is able to observe the user's face. If the user is looking in a sixth direction, the line of sight **1174** from the wearable watch-type device **1170**, with a camera **1172** included on the device, is able to observe the user's face. In other embodiments, the wearable device is another device, such as an earpiece with a camera, a helmet or hat with a camera, a clip-on camera attached to clothing, or any other type of wearable device with a camera or other sensor for collecting expression data. The user **1110** can also use a wearable device including a camera for gathering contextual information and/or collecting expression data on other users. Because the user **1110** can move her or his head, the facial data can be collected intermittently when she or he is looking in a direction of a camera. In some cases, multiple people can be included in the view from one or more cameras, and some embodiments include filtering out faces of one or more other people to determine whether the user **1110** is looking toward a camera. All or some of the expression data can be continuously or sporadically available from the various devices and other devices. The changes in the direction in which the user **1110** is looking or facing can be used in determining mental states associated with a piece of media content.

[0078] In some embodiments, the translating of the facial content into a representative icon further includes acquiring, analyzing, and processing audio associated with the captured images. In some cases, certain facial expressions that reflect different emotions can have similar action units. For example, a wincing expression of pain can bear some similarities to a smile. By analyzing associated audio and/or speech, an inference of context can be made by the system to infer if the mental state is more likely to be one of happiness or pain, using the aforementioned example. Many user devices have built-in microphones as well as user-facing cameras (e.g. tablet computer **1150**, and/or cell phone **1140**). By analyzing speech, the spoken words can be checked to determine if they appear to be in the context of a positive conversation. Alternatively, or additionally, the volume and/or duration of speech can be used to infer mental state. This can reduce situations where an inappropriate representative icon is used or suggested for a given mental state. By using audio and/or speech along with the images for facial analysis, an improved level of accuracy and effectiveness may be achieved. Thus, in embodiments, the method further includes using audio as a criterion for representative icon selection.

[0079] The captured video data can include facial expressions and can be analyzed on a computing device such as the video capture device or on another separate device. The analysis could take place on one of the mobile devices discussed above, on a local server, on a remote server, and so on. In embodiments, some of the analysis takes place on the mobile device, while other analysis takes place on a server device. The analysis of the video data can include the use of a classifier. The video data can be captured using one

of the mobile devices discussed above and sent to a server or another computing device for analysis. However, the captured video data including expressions can also be analyzed on the device which performed the capturing. The analysis can be performed on a mobile device where the videos were obtained with the mobile device and wherein the mobile device includes one or more of a laptop computer, a tablet, a PDA, a smartphone, a wearable device, and so on. In another embodiment, the analyzing comprises using a classifier on a server or another computing device other than the capturing device.

[0080] FIG. 12 illustrates feature extraction for multiple faces. The features can be evaluated within a deep learning environment. The feature extraction for multiple faces can be performed for faces that can be detected in multiple images. The images can be analyzed for mental states and/or facial expressions. A plurality of images can be received of an individual viewing an electronic display. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. The feature extraction can be performed by analysis using one or more processors, using one or more video collection devices, and by using a server. The analysis device can be used to perform face detection for a second face, as well as for facial tracking of the first face. One or more videos can be captured, where the videos contain one or more faces. The video or videos that contain the one or more faces can be partitioned into a plurality of frames, and the frames can be analyzed for the detection of the one or more faces. The analysis of the one or more video frames can be based on one or more classifiers. A classifier can be an algorithm, heuristic, function, or piece of code that can be used to identify into which of a set of categories a new or particular observation, sample, datum, etc. should be placed. The decision to place an observation into a category can be based on training the algorithm or piece of code, by analyzing a known set of data, known as a training set. The training set can include data for which category memberships of the data can be known. The training set can be used as part of a supervised training technique. If a training set is not available, then a clustering technique can be used to group observations into categories. The latter approach, or unsupervised learning, can be based on a measure (i.e. distance) of one or more inherent similarities among the data that is being categorized. When the new observation is received, then the classifier can be used to categorize the new observation. Classifiers can be used for many analysis applications including analysis of one or more faces. The use of classifiers can be the basis of analyzing the one or more faces for gender, ethnicity, and age; for detection of one or more faces in one or more videos; for detection of facial features, for detection of facial landmarks, and so on. The observations can be analyzed based on one or more of a set of quantifiable properties. The properties can be described as features and explanatory variables and can include various data types that can include numerical (integer-valued, real-valued), ordinal, categorical, and so on. Some classifiers can be based on a comparison between an observation and prior observations, as well as based on functions such as a similarity function, a distance function, and so on.

[0081] Classification can be based on various types of algorithms, heuristics, codes, procedures, statistics, and so on. Many techniques exist for performing classification.

This classification of one or more observations into one or more groups can be based on distributions of the data values, probabilities, and so on. Classifiers can be binary, multiclass, linear, and so on. Algorithms for classification can be implemented using a variety of techniques, including neural networks, kernel estimation, support vector machines, use of quadratic surfaces, and so on. Classification can be used in many application areas such as computer vision, speech and handwriting recognition, and so on. Classification can be used for biometric identification of one or more people in one or more frames of one or more videos.

[0082] Returning to FIG. 12, the detection of the first face, the second face, and multiple faces can include identifying facial landmarks, generating a bounding box, and prediction of a bounding box and landmarks for a next frame, where the next frame can be one of a plurality of frames of a video containing faces. A first video frame 1200 includes a frame boundary 1210, a first face 1212, and a second face 1214. The video frame 1200 also includes a bounding box 1220. Facial landmarks can be generated for the first face 1212. Face detection can be performed to initialize a second set of locations for a second set of facial landmarks for a second face within the video. Facial landmarks in the video frame 1200 can include the facial landmarks 1222, 1224, and 1226. The facial landmarks can include corners of a mouth, corners of eyes, eyebrow corners, the tip of the nose, nostrils, chin, the tips of ears, and so on. The performing of face detection on the second face can include performing facial landmark detection with the first frame from the video for the second face and can include estimating a second rough bounding box for the second face based on the facial landmark detection. The estimating of a second rough bounding box can include the bounding box 1220. Bounding boxes can also be estimated for one or more other faces within the boundary 1210. The bounding box can be refined, as can one or more facial landmarks. The refining of the second set of locations for the second set of facial landmarks can be based on localized information around the second set of facial landmarks. The bounding box 1220 and the facial landmarks 1222, 1224, and 1226 can be used to estimate future locations for the second set of locations for the second set of facial landmarks in a future video frame from the first video frame.

[0083] A second video frame 1202 is also shown. The second video frame 1202 includes a frame boundary 1230, a first face 1232, and a second face 1234. The second video frame 1202 also includes a bounding box 1240 and the facial landmarks 1242, 1244, and 1246. In other embodiments, multiple facial landmarks are generated and used for facial tracking of the two or more faces of a video frame, such as the shown second video frame 1202. Facial points from the first face can be distinguished from other facial points. In embodiments, the other facial points include facial points of one or more other faces. The facial points can correspond to the facial points of the second face. The distinguishing of the facial points of the first face and the facial points of the second face can be used to distinguish between the first face and the second face, to track either or both of the first face and the second face, and so on. Other facial points can correspond to the second face. As mentioned above, multiple facial points can be determined within a frame. One or more of the other facial points that are determined can correspond to a third face. The location of the bounding box 1240 can be estimated, where the estimating can be based on the

location of the generated bounding box 1220 shown in the first video frame 1200. The three facial landmarks shown, facial landmarks 1242, 1244, and 1246, might lie within the bounding box 1240 or might not lie partially or completely within the bounding box 1240. For instance, the second face 1234 might have moved between the first video frame 1200 and the second video frame 1202. Based on the accuracy of the estimating of the bounding box 1240, a new estimation can be determined for a third, future frame from the video, and so on. The evaluation can be performed, all or in part, on semiconductor based logic.

[0084] FIG. 13 shows live streaming of social video in a social media context. The live streaming can be used within a deep learning environment. Analysis of live streaming of social video can be performed using data collected from evaluating images to determine a facial expression and/or mental state. A plurality of images of an individual viewing an electronic display can be received. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine facial expressions and/or mental states of the individual. The streaming and analysis can be facilitated by a video capture device, a local server, a remote server, a semiconductor based logic, and so on. The streaming can be live streaming and can include mental state analysis, mental state event signature analysis, etc. Live streaming video is an example of one-to-many social media, where video can be sent over the Internet from one person to a plurality of people using a social media app and/or platform. Live streaming is one of numerous popular techniques used by people who want to disseminate ideas, send information, provide entertainment, share experiences, and so on. Some of the live streams can be scheduled, such as webcasts, online classes, sporting events, news, computer gaming, or video conferences, while others can be impromptu streams that are broadcasted as needed or when desirable. Examples of impromptu live stream videos can range from individuals simply wanting to share experiences with their social media followers, to live coverage of breaking news, emergencies, or natural disasters. The latter coverage is known as mobile journalism and is becoming increasingly common. With this type of coverage, “reporters” can use networked, portable electronic devices to provide mobile journalism content to a plurality of social media followers. Such reporters can be quickly and inexpensively deployed as the need or desire arises.

[0085] Several live streaming social media apps and platforms can be used for transmitting video. One such video social media app is Meerkat™ that can link with a user’s Twitter™ account. Meerkat™ enables a user to stream video using a handheld, networked electronic device coupled to video capabilities. Viewers of the live stream can comment on the stream using tweets that can be seen by and responded to by the broadcaster. Another popular app is Periscope™ that can transmit a live recording from one user to that user’s Periscope™ account and other followers. The Periscope™ app can be executed on a mobile device. The user’s Periscope™ followers can receive an alert whenever that user begins a video transmission. Another live-stream video platform is Twitch™ that can be used for video streaming of video gaming and broadcasts of various competitions and events.

[0086] The example 1300 shows a user 1310 broadcasting a video live-stream to one or more people as shown by the person 1350, the person 1360, and the person 1370. A

portable, network-enabled electronic device **1320** can be coupled to a forward-facing camera **1322**. The portable electronic device **1320** can be a smartphone, a PDA, a tablet, a laptop computer, and so on. The camera **1322** coupled to the device **1320** can have a line-of-sight view **1324** to the user **1310** and can capture video of the user **1310**. The captured video can be sent to a recommendation or analysis engine **1340** using a network link **1326** to the Internet **1330**. The network link can be a wireless link, a wired link, and so on. The analysis engine **1340** can recommend to the user **1310** an app and/or platform that can be supported by the server and can be used to provide a video live stream to one or more followers of the user **1310**. In the example **1300**, the user **1310** has three followers: the person **1350**, the person **1360**, and the person **1370**. Each follower has a line-of-sight view to a video screen on a portable, networked electronic device. In other embodiments, one or more followers follow the user **1310** using any other networked electronic device, including a computer. In the example **1300**, the person **1350** has a line-of-sight view **1352** to the video screen of a device **1354**; the person **1360** has a line-of-sight view **1362** to the video screen of a device **1364**, and the person **1370** has a line-of-sight view **1372** to the video screen of a device **1374**. The portable electronic devices **1354**, **1364**, and **1374** can each be a smartphone, a PDA, a tablet, and so on. Each portable device can receive the video stream being broadcasted by the user **1310** through the Internet **1330** using the app and/or platform that can be recommended by the analysis engine **1340**. The device **1354** can receive a video stream using the network link **1356**, the device **1364** can receive a video stream using the network link **1366**, the device **1374** can receive a video stream using the network link **1376**, and so on. The network link can be a wireless link, a wired link, a hybrid link, and so on. Depending on the app and/or platform that can be recommended by the analysis engine **1340**, one or more followers, such as the followers **1350**, **1360**, **1370**, and so on, can reply to, comment on, and otherwise provide feedback to the user **1310** using their devices **1354**, **1364**, and **1374**, respectively. In embodiments, mental state and/or facial expression analysis is performed on each follower (**1350**, **1360**, and **1370**). Embodiments include transmitting the representative icon within a social media context.

[0087] The human face provides a powerful communications medium through its ability to exhibit a myriad of expressions that can be captured and analyzed for a variety of purposes. In some cases, media producers are acutely interested in evaluating the effectiveness of message delivery by video media. Such video media includes advertisements, political messages, educational materials, television programs, movies, government service announcements, etc. Automated facial analysis can be performed on one or more video frames containing a face in order to detect facial action. Based on the facial action detected, a variety of parameters can be determined, including affect valence, spontaneous reactions, facial action units, and so on. The parameters that are determined can be used to infer or predict emotional and mental states. For example, determined valence can be used to describe the emotional reaction of a viewer to a video media presentation or another type of presentation. Positive valence provides evidence that a viewer is experiencing a favorable emotional response to the video media presentation, while negative valence provides evidence that a viewer is experiencing an unfavorable

emotional response to the video media presentation. Other facial data analysis can include the determination of discrete emotional states of the viewer or viewers.

[0088] Facial data can be collected from a plurality of people using any of a variety of cameras. A camera can include a webcam, a video camera, a still camera, a thermal imager, a CCD device, a phone camera, a three-dimensional camera, a depth camera, a light field camera, multiple webcams used to show different views of a person, or any other type of image capture apparatus that can allow captured data to be used in an electronic system. In some embodiments, the person is permitted to “opt-in” to the facial data collection. For example, the person can agree to the capture of facial data using a personal device such as a mobile device or another electronic device by selecting an opt-in choice. Opting-in can then turn on the person’s webcam-enabled device and can begin the capture of the person’s facial data via a video feed from the webcam or other camera. The video data that is collected can include one or more persons experiencing an event. The one or more persons can be sharing a personal electronic device or can each be using one or more devices for video capture. The videos that are collected can be collected using a web-based framework. The web-based framework can be used to display the video media presentation or event as well as to collect videos from multiple viewers who are online. That is, the collection of videos can be crowdsourced from those viewers who elected to opt-in to the video data collection.

[0089] The videos captured from the various viewers who chose to opt-in can be substantially different in terms of video quality, frame rate, etc. As a result, the facial video data can be scaled, rotated, and otherwise adjusted to improve consistency. Human factors further play into the capture of the facial video data. The facial data that is captured might or might not be relevant to the video media presentation being displayed. For example, the viewer might not be paying attention, might be fidgeting, might be distracted by an object or event near the viewer, or otherwise inattentive to the video media presentation. The behavior exhibited by the viewer can prove challenging to analyze due to viewer actions including eating, speaking to another person or persons, speaking on the phone, etc. The videos collected from the viewers might also include other artifacts that pose challenges during the analysis of the video data. The artifacts can include items such as eyeglasses (because of reflections), eye patches, jewelry, and clothing that occludes or obscures the viewer’s face. Similarly, a viewer’s hair or hair covering can present artifacts by obscuring the viewer’s eyes and/or face.

[0090] The captured facial data can be analyzed using the facial action coding system (FACS). The FACS seeks to define groups or taxonomies of facial movements of the human face. The FACS encodes movements of individual muscles of the face, where the muscle movements often include slight, instantaneous changes in facial appearance. The FACS encoding is commonly performed by trained observers but can also be performed on automated, computer-based systems. Analysis of the FACS encoding can be used to determine emotions of the persons whose facial data is captured in the videos. The FACS is used to encode a wide range of facial expressions that are anatomically possible for the human face. The FACS encodings include action units (AUs) and related temporal segments that are based on the captured facial expression. The AUs are open to higher order

interpretation and decision-making. These AUs can be used to recognize emotions experienced by the observed person. Emotion-related facial actions can be identified using the emotional facial action coding system (EMFACS) and the facial action coding system affect interpretation dictionary (FACSAID). For a given emotion, specific action units can be related to the emotion. For example, the emotion of anger can be related to AUs 4, 5, 7, and 23, while happiness can be related to AUs 6 and 12. Other mappings of emotions to AUs have also been previously associated. The coding of the AUs can include an intensity scoring that ranges from A (trace) to E (maximum). The AUs can be used for analyzing images to identify patterns indicative of a particular mental and/or emotional state. The AUs range in number from 0 (neutral face) to 98 (fast up-down look). The AUs include so-called main codes (inner brow raiser, lid tightener, etc.), head movement codes (head turn left, head up, etc.), eye movement codes (eyes turned left, eyes up, etc.), visibility codes (eyes not visible, entire face not visible, etc.), and gross behavior codes (sniff, swallow, etc.). Emotion scoring can be included where intensity is evaluated, as well as specific emotions, moods, or mental states.

[0091] The coding of faces identified in videos captured of people observing an event can be automated. The automated systems can detect facial AUs or discrete emotional states. The emotional states can include amusement, fear, anger, disgust, surprise, and sadness. The automated systems can be based on a probability estimate from one or more classifiers, where the probabilities can correlate with an intensity of an AU or an expression. The classifiers can be used to identify into which of a set of categories a given observation can be placed. In some cases, the classifiers can be used to determine a probability that a given AU or expression is present in a given frame of a video. The classifiers can be used as part of a supervised machine learning technique, where the machine learning technique can be trained using “known good” data. Once trained, the machine learning technique can proceed to classify new data that is captured.

[0092] The supervised machine learning models can be based on support vector machines (SVMs). An SVM can have an associated learning model that is used for data analysis and pattern analysis. For example, an SVM can be used to classify data that can be obtained from collected videos of people experiencing a media presentation. An SVM can be trained using “known good” data that is labeled as belonging to one of two categories (e.g. smile and no-smile). The SVM can build a model that assigns new data into one of the two categories. The SVM can construct one or more hyperplanes that can be used for classification. The hyperplane that has the largest distance from the nearest training point can be determined to have the best separation. The largest separation can improve the classification technique by increasing the probability that a given data point can be properly classified.

[0093] In another example, a histogram of oriented gradients (HoG) can be computed. The HoG can include feature descriptors and can be computed for one or more facial regions of interest. The regions of interest of the face can be located using facial landmark points, where the facial landmark points can include outer edges of nostrils, outer edges of the mouth, outer edges of eyes, etc. A HoG for a given region of interest can count occurrences of gradient orientation within a given section of a frame from a video, for

example. The gradients can be intensity gradients and can be used to describe an appearance and a shape of a local object. The HoG descriptors can be determined by dividing an image into small, connected regions, also called cells. A histogram of gradient directions or edge orientations can be computed for pixels in the cell. Histograms can be contrast-normalized based on intensity across a portion of the image or the entire image, thus reducing any influence from illumination or shadowing changes between and among video frames. The HoG can be computed on the image or on an adjusted version of the image, where the adjustment of the image can include scaling, rotation, etc. The image can be adjusted by flipping the image around a vertical line through the middle of a face in the image. The symmetry plane of the image can be determined from the tracker points and landmarks of the image.

[0094] In embodiments, an automated facial analysis system identifies five facial actions or action combinations in order to detect spontaneous facial expressions for media research purposes. Based on the facial expressions that are detected, a determination can be made with regard to the effectiveness of a given video media presentation, for example. The system can detect the presence of the AUs or the combination of AUs in videos collected from a plurality of people. The facial analysis technique can be trained using a web-based framework to crowdsource videos of people as they watch online video content. The video can be streamed at a fixed frame rate to a server. Human labelers can code for the presence or absence of facial actions including a symmetric smile, unilateral smile, asymmetric smile, and so on. The trained system can then be used to automatically code the facial data collected from a plurality of viewers experiencing video presentations (e.g. television programs).

[0095] Spontaneous asymmetric smiles can be detected in order to understand viewer experiences. Related literature indicates that as many asymmetric smiles occur on the right hemi face as do on the left hemi face, for spontaneous expressions. Detection can be treated as a binary classification problem, where images that contain a right asymmetric expression are used as positive (target class) samples and all other images as negative (non-target class) samples. Classifiers perform the classification, including classifiers such as support vector machines (SVM) and random forests. Random forests can include ensemble-learning methods that use multiple learning algorithms to obtain better predictive performance. Frame-by-frame detection can be performed to recognize the presence of an asymmetric expression in each frame of a video. Facial points can be detected, including the top of the mouth and the two outer eye corners. The face can be extracted, cropped and warped into a pixel image of specific dimension (e.g. 96×96 pixels). In embodiments, the inter-ocular distance and vertical scale in the pixel image are fixed. Feature extraction can be performed using computer vision software such as OpenCV™. Feature extraction can be based on the use of HoGs. HoGs can include feature descriptors and can be used to count occurrences of gradient orientation in localized portions or regions of the image. Other techniques can be used for counting occurrences of gradient orientation, including edge orientation histograms, scale-invariant feature transformation descriptors, etc. The AU recognition tasks can also be performed using Local Binary Patterns (LBP) and Local Gabor Binary Patterns (LGBP). The HoG descriptor represents the face as a distribution of intensity gradients and edge directions, and is

robust in its ability to translate and scale. Differing patterns, including groupings of cells of various sizes and arranged in variously sized cell blocks, can be used. For example, 4×4 cell blocks of 8×8 pixel cells with an overlap of half of the block can be used. Histograms of channels can be used, including nine channels or bins evenly spread over 0-180 degrees. In this example, the HoG descriptor on a 96×96 image is 25 blocks×16 cells×9 bins=3600, the latter quantity representing the dimension. AU occurrences can be rendered. The videos can be grouped into demographic datasets based on nationality and/or other demographic parameters for further detailed analysis. This grouping and other analyses can be facilitated via semiconductor based logic.

[0096] FIG. 14 shows example facial data collection including landmarks. The landmarks can be evaluated by a multi-layer analysis system. The collecting of facial data including landmarks can be performed for images that have been collected of an individual. Thus, embodiments include performing facial landmark detection on the face of the individual. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images of an individual viewing an electronic display can be received. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. In the example 1400, facial data including facial landmarks can be collected using a variety of electronic hardware and software techniques. The collecting of facial data including landmarks can be based on sub-sectional components of a population. The sub-sectional components can be used with performing the evaluation of content of the face, identifying facial landmarks, etc. The sub-sectional components can be used to provide a context. A face 1410 can be observed using a camera 1430 in order to collect facial data that includes facial landmarks. The facial data can be collected from a plurality of people using one or more of a variety of cameras. As previously discussed, the camera or cameras can include a webcam, where a webcam can include a video camera, a still camera, a thermal imager, a CCD device, a phone camera, a three-dimensional camera, a depth camera, a light field camera, multiple webcams used to show different views of a person, or any other type of image capture apparatus that can allow captured data to be used in an electronic system. The quality and usefulness of the facial data that is captured can depend on the position of the camera 1430 relative to the face 1410, the number of cameras used, the illumination of the face, etc. In some cases, if the face 1410 is poorly lit or over-exposed (e.g. in an area of bright light), the processing of the facial data to identify facial landmarks might be rendered more difficult. In another example, the camera 1430 being positioned to the side of the person might prevent capture of the full face. Artifacts can degrade the capture of facial data. For example, the person's hair, prosthetic devices (e.g. glasses, an eye patch, and eye coverings), jewelry, and clothing can partially or completely occlude or obscure the person's face. Data relating to various facial landmarks can include a variety of facial features. The facial features can comprise an eyebrow 1420, an outer eye edge 1422, a nose 1424, a corner of a mouth 1426, and so on. Multiple facial landmarks can be identified from the facial data that is captured. The facial landmarks that are identified can be analyzed to identify facial action units. The action units that can be identified can include AU02 outer brow raiser, AU14 dimpler, AU17 chin

raiser, and so on. Multiple action units can be identified. The action units can be used alone and/or in combination to infer one or more mental states and emotions. A similar process can be applied to gesture analysis (e.g. hand gestures) with all of the analysis being accomplished or augmented by a mobile device, a server, semiconductor-based logic, and so on.

[0097] FIG. 15 shows example facial data collection including regions. The regions can be evaluated within a deep learning environment. Thus, embodiments include determining regions within the face of the individual. The collecting of facial data including regions can be performed for images collected of an individual. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images of an individual viewing an electronic display can be received. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. Various regions of a face can be identified and used for a variety of purposes including facial recognition, facial analysis, and so on. The collecting of facial data including regions can be based on sub-sectional components of a population. The sub-sectional components can be used with performing the evaluation of content of the face, identifying facial regions, etc. The sub-sectional components can be used to provide a context. Facial analysis can be used to determine, predict, and estimate mental states and emotions of a person from whom facial data can be collected.

[0098] In embodiments, the one or more emotions that can be determined by the analysis can be represented by an image, a figure, an icon, etc. The representative icon can include an emoji or emoticon. One or more emoji can be used to represent a mental state, emotion, or mood of an individual; to represent food, a geographic location, weather, and so on. The emoji can include a static image. The static image can be a predefined size such as a certain number of pixels. The emoji can include an animated image. The emoji can be based on a GIF or another animation standard. The emoji can include a cartoon representation. The cartoon representation can be any cartoon type, format, etc. that can be appropriate to representing an emoji. In the example 1500, facial data can be collected, where the facial data can include regions of a face. The facial data that is collected can be based on sub-sectional components of a population. When more than one face can be detected in an image, facial data can be collected for one face, some faces, all faces, and so on. The facial data which can include facial regions can be collected using any of a variety of electronic hardware and software techniques. The facial data can be collected using sensors including motion sensors, infrared sensors, physiological sensors, imaging sensors, and so on. A face 1510 can be observed using a camera 1530, a sensor, a combination of cameras and/or sensors, and so on. The camera 1530 can be used to collect facial data that can be used to determine that a face is present in an image. When a face is present in an image, a bounding box 1520 can be placed around the face. Placement of the bounding box around the face can be based on detection of facial landmarks. The camera 1530 can be used to collect facial data from the bounding box 1520, where the facial data can include facial regions. The facial data can be collected from a plurality of people using any of a variety of cameras. As discussed previously, the camera or cameras can include a

webcam, where a webcam can include a video camera, a still camera, a thermal imager, a CCD device, a phone camera, a three-dimensional camera, a depth camera, a light field camera, multiple webcams used to show different views of a person, or any other type of image capture apparatus that can allow captured data to be used in an electronic system. As discussed previously, the quality and usefulness of the facial data that is captured can depend on, among other examples, the position of the camera **1530** relative to the face **1510**, the number of cameras and/or sensors used, the illumination of the face, any obstructions to viewing the face, and so on.

[0099] The facial regions that can be collected by the camera **1530**, a sensor, or a combination of cameras and/or sensors can include any of a variety of facial features. Embodiments include determining regions within the face of the individual and evaluating the regions for emotional content. The facial features that can be included in the facial regions that are collected can include eyebrows **1531** and **1532**, eyes **1534**, a nose **1540**, a mouth **1550**, ears, hair, texture, tone, and so on. Multiple facial features can be included in one or more facial regions. The number of facial features that can be included in the facial regions can depend on the desired amount of data to be captured, whether a face is in profile, whether the face is partially occluded or obstructed, etc. The facial regions that can include one or more facial features can be analyzed to determine facial expressions. The analysis of the facial regions can also include determining probabilities of occurrence of one or more facial expressions. The facial features that can be analyzed can also include features such as textures, gradients, colors, and shapes. The facial features can be used to determine demographic data, where the demographic data can include age, ethnicity, culture, and gender. Multiple textures, gradients, colors, shapes, and so on, can be detected by the camera **1530**, a sensor, or a combination of cameras and sensors. Texture, brightness, and color, for example, can be used to detect boundaries in an image for detection of a face, facial features, facial landmarks, and so on.

[0100] A texture in a facial region can include facial characteristics, skin types, and so on. In some instances, a texture in a facial region can include smile lines, crow's feet, and wrinkles, among others. Another texture that can be used to evaluate a facial region can include a smooth portion of skin such as a smooth portion of a cheek. A gradient in a facial region can include values assigned to local skin texture, shading, etc. A gradient can be used to encode a texture by computing magnitudes in a local neighborhood or portion of an image. The computed values can be compared to discrimination levels, threshold values, and so on. The gradient can be used to determine gender, facial expression, etc. A color in a facial region can include eye color, skin color, hair color, and so on. A color can be used to determine demographic data, where the demographic data can include ethnicity, culture, age, and gender. A shape in a facial region can include the shape of a face, eyes, nose, mouth, ears, and so on. As with color in a facial region, shape in a facial region can be used to determine demographic data including ethnicity, culture, age, gender, and so on.

[0101] The facial regions can be detected based on detection of edges, boundaries, and so on, of features that can be included in an image. The detection can be based on various types of analysis of the image. The motion of the regions can be computed across a plurality of frames of video. Thus, in

embodiments, the translating of facial content is based on motion of the regions. The features that can be included in the image can include one or more faces. A boundary can refer to a contour in an image plane, where the contour can represent ownership of a particular picture element (pixel) from one object, feature, etc. in the image, to another object, feature, and so on, in the image. An edge can be a distinct, low-level change of one or more features in an image. That is, an edge can be detected based on a change, including an abrupt change such as in color or brightness within an image. In embodiments, image classifiers are used for the analysis. The image classifiers can include algorithms, heuristics, and so on, and can be implemented using functions, classes, subroutines, code segments, etc. The classifiers can be used to detect facial regions, facial features, and so on. As discussed above, the classifiers can be used to detect textures, gradients, color, shapes, and edges, among others. Any classifier can be used for the analysis, including, but not limited to, density estimation, support vector machines (SVM), logistic regression, classification trees, and so on. By way of example, consider facial features that can include the eyebrows **1531**. One or more classifiers can be used to analyze the facial regions that can include the eyebrows to determine a probability for either a presence or an absence of an eyebrow furrow. The probability can include a posterior probability, a conditional probability, and so on. The probabilities can be based on Bayesian Statistics or other statistical analysis technique. The presence of an eyebrow furrow can indicate the person from whom the facial data was collected is annoyed, confused, unhappy, and so on. In another example, consider facial features that can include a mouth **1550**. One or more classifiers can be used to analyze the facial region that can include the mouth to determine a probability for either a presence or an absence of mouth edges turned up to form a smile. Multiple classifiers can be used to determine one or more facial expressions.

[0102] FIG. 16 is a flow diagram for detecting facial expressions. The detection of facial expressions can be performed for data collected from images of an individual and used within a deep learning environment. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images can be received of an individual viewing an electronic display. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine the mental states and/or facial expressions of the individual. The flow **1600**, or portions thereof, can be implemented in semiconductor logic, can be accomplished using a mobile device, can be accomplished using a server device, and so on. The flow **1600** can be used to automatically detect a wide range of facial expressions. A facial expression can produce strong emotional signals that can indicate valence and discrete emotional states. The discrete emotional states can include contempt, doubt, defiance, happiness, fear, anxiety, and so on. The detection of facial expressions can be based on the location of facial landmarks. The detection of facial expressions can be based on determination of action units (AU), where the action units are determined using FACS coding. The AUs can be used singly or in combination to identify facial expressions. Based on the facial landmarks, one or more AUs can be identified by number and intensity. For example, AU**12** can be used to code a lip corner puller and can be used to infer a smirk.

[0103] The flow **1600** begins by obtaining training image samples **1610**. The image samples can include a plurality of images of one or more people. Human coders who are trained to correctly identify AU codes based on the FACS can code the images. The training or “known good” images can be used as a basis for training a machine learning technique. Once trained, the machine learning technique can be used to identify AUs in other images that can be collected using a camera, a sensor, and so on. The flow **1600** continues with receiving an image **1620**. The image **1620** can be received from a camera, a sensor, and so on. As previously discussed, the camera or cameras can include a webcam, where a webcam can include a video camera, a still camera, a thermal imager, a CCD device, a phone camera, a three-dimensional camera, a depth camera, a light field camera, multiple webcams used to show different views of a person, or any other type of image capture apparatus that can allow captured data to be used in an electronic system. The image that is received can be manipulated in order to improve the processing of the image. For example, the image can be cropped, scaled, stretched, rotated, flipped, etc. in order to obtain a resulting image that can be analyzed more efficiently. Multiple versions of the same image can be analyzed. In some cases, the manipulated image and a flipped or mirrored version of the manipulated image can be analyzed alone and/or in combination to improve analysis. The flow **1600** continues with generating histograms **1630** for the training images and the one or more versions of the received image. The histograms can be based on a HoG or another histogram. As described in previous paragraphs, the HoG can include feature descriptors and can be computed for one or more regions of interest in the training images and the one or more received images. The regions of interest in the images can be located using facial landmark points, where the facial landmark points can include outer edges of nostrils, outer edges of the mouth, outer edges of eyes, etc. A HoG for a given region of interest can count occurrences of gradient orientation within a given section of a frame from a video.

[0104] The flow **1600** continues with applying classifiers **1640** to the histograms. The classifiers can be used to estimate probabilities, where the probabilities can correlate with an intensity of an AU or an expression. In some embodiments, the choice of classifiers used is based on the training of a supervised learning technique to identify facial expressions. The classifiers can be used to identify into which of a set of categories a given observation can be placed. The classifiers can be used to determine a probability that a given AU or expression is present in a given image or frame of a video. In various embodiments, the one or more AUs that are present include AU**01** inner brow raiser, AU**12** lip corner puller, AU**38** nostril dilator, and so on. In practice, the presence or absence of multiple AUs can be determined. The flow **1600** continues with computing a frame score **1650**. The score computed for an image, where the image can be a frame from a video, can be used to determine the presence of a facial expression in the image or video frame. The score can be based on one or more versions of the image **1620** or a manipulated image. The score can be based on a comparison of the manipulated image to a flipped or mirrored version of the manipulated image. The score can be used to predict a likelihood that one or more facial expressions are present in the image. The likelihood can be based on computing a difference between the outputs of a classifier

used on the manipulated image and on the flipped or mirrored image, for example. The classifier that is used can be used to identify symmetrical facial expressions (e.g. smile), asymmetrical facial expressions (e.g. outer brow raiser), and so on.

[0105] The flow **1600** continues with plotting results **1660**. The results that are plotted can include one or more scores for one or more frames computed over a given time *t*. For example, the plotted results can include classifier probability results from analysis of HoGs for a sequence of images and video frames. The plotted results can be matched with a template **1662**. The template can be temporal and can be represented by a centered box function or another function. A best fit with one or more templates can be found by computing a minimum error. Other best-fit techniques can include polynomial curve fitting, geometric curve fitting, and so on. The flow **1600** continues with applying a label **1670**. The label can be used to indicate that a particular facial expression has been detected in the one or more images or video frames which constitute the image **1620** that was received. The label can be used to indicate that any of a range of facial expressions has been detected, including a smile, an asymmetric smile, a frown, and so on. Various steps in the flow **1600** may be changed in order, repeated, omitted, or the like without departing from the disclosed concepts. Various embodiments of the flow **1600** can be included in a computer program product embodied in a non-transitory computer readable medium that includes code executable by one or more processors. Various embodiments of the flow **1600**, or portions thereof, can be included on a semiconductor chip and implemented in special purpose logic, programmable logic, and so on.

[0106] FIG. **17** is a flow diagram for the large-scale clustering of facial events. The large-scale clustering of facial events can be performed for data collected from images of an individual. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images can be received of an individual viewing an electronic display. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine the mental states and/or facial expressions of the individual. The clustering and evaluation of facial events can be augmented using a mobile device, a server, semiconductor based logic, and so on. As discussed above, collection of facial video data from one or more people can include a web-based framework. The web-based framework can be used to collect facial video data from large numbers of people located over a wide geographic area. The web-based framework can include an opt-in feature that allows people to agree to facial data collection. The web-based framework can be used to render and display data to one or more people and can collect data from the one or more people. For example, the facial data collection can be based on showing one or more viewers a video media presentation through a website. The web-based framework can be used to display the video media presentation or event and to collect videos from multiple viewers who are online. That is, the collection of videos can be crowdsourced from those viewers who elected to opt-in to the video data collection. The video event can be a commercial, a political ad, an educational segment, and so on.

[0107] The flow **1700** begins with obtaining videos containing faces **1710**. The videos can be obtained using one or more cameras, where the cameras can include a webcam

coupled to one or more devices employed by the one or more people using the web-based framework. The flow **1700** continues with extracting features from the individual responses **1720**. The individual responses can include videos containing faces observed by the one or more webcams. The features that are extracted can include facial features such as an eyebrow, a nostril, an eye edge, a mouth edge, and so on. The feature extraction can be based on facial coding classifiers, where the facial coding classifiers output a probability that a specified facial action has been detected in a given video frame. The flow **1700** continues with performing unsupervised clustering of features **1730**. The unsupervised clustering can be based on an event. The unsupervised clustering can be based on a K-Means, where the K of the K-Means can be computed using a Bayesian Information Criterion (BICK), for example, to determine the smallest value of K that meets system requirements. Any other criterion for K can be used. The K-Means clustering technique can be used to group one or more events into various respective categories.

[0108] The flow **1700** continues with characterizing cluster profiles **1740**. The profiles can include a variety of facial expressions such as smiles, asymmetric smiles, eyebrow raisers, eyebrow lowerers, etc. The profiles can be related to a given event. For example, a humorous video can be displayed in the web-based framework and the video data of people who have opted-in can be collected. The characterization of the collected and analyzed video can depend in part on the number of smiles that occurred at various points throughout the humorous video. The number of smiles resulting from people viewing a humorous video can be compared to various demographic groups, where the groups can be formed based on geographic location, age, ethnicity, gender, and so on. Similarly, the characterization can be performed on collected and analyzed videos of people viewing a news presentation. The characterized cluster profiles can be further analyzed based on demographic data. Various steps in the flow **1700** may be changed in order, repeated, omitted, or the like without departing from the disclosed concepts. Various embodiments of the flow **1700** can be included in a computer program product embodied in a non-transitory computer readable medium that includes code executable by one or more processors. Various embodiments of the flow **1700**, or portions thereof, can be included on a semiconductor chip and implemented in special purpose logic, programmable logic, and so on.

[0109] FIG. **18** shows unsupervised clustering of features and characterizations of cluster profiles. The clustering can be accomplished as part of a deep learning effort. The clustering of features and characterizations of cluster profiles can be performed for images collected of an individual. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images can be received of an individual viewing an electronic display. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. Features including samples of facial data can be clustered using unsupervised clustering. Various clusters can be formed which include similar groupings of facial data observations. The example **1800** shows three clusters, clusters **1810**, **1812**, and **1814**. The clusters can be based on video collected from people who have opted-in to video collection. When the data collected is captured using a

web-based framework, the data collection can be performed on a grand scale, including hundreds, thousands, or even more participants who can be located locally and/or across a wide geographic area. Unsupervised clustering is a technique that can be used to process the large amounts of captured facial data and to identify groupings of similar observations. The unsupervised clustering can also be used to characterize the groups of similar observations. The characterizations can include identifying behaviors of the participants. The characterizations can be based on identifying facial expressions and facial action units of the participants. Some behaviors and facial expressions can include faster or slower onsets, faster or slower offsets, longer or shorter durations, etc. The onsets, offsets, and durations can all correlate to time. The data clustering that results from the unsupervised clustering can support data labeling. The labeling can include FACS coding. The clusters can be partially or totally based on a facial expression resulting from participants viewing a video presentation, where the video presentation can be an advertisement, a political message, educational material, a public service announcement, and so on. The clusters can be correlated with demographic information, where the demographic information can include educational level, geographic location, age, gender, income level, and so on.

[0110] The cluster profiles **1802** can be generated based on the clusters that can be formed from unsupervised clustering, with time shown on the x-axis and intensity or frequency shown on the y-axis. The cluster profiles can be based on captured facial data including facial expressions. The cluster profile **1820** can be based on the cluster **1810**, the cluster profile **1822** can be based on the cluster **1812**, and the cluster profile **1824** can be based on the cluster **1814**. The cluster profiles **1820**, **1822**, and **1824** can be based on smiles, smirks, frowns, or any other facial expression. The emotional states of the people who have opted-in to video collection can be inferred by analyzing the clustered facial expression data. The cluster profiles can be plotted with respect to time and can show a rate of onset, a duration, and an offset (rate of decay). Other time-related factors can be included in the cluster profiles. The cluster profiles can be correlated with demographic information, as described above.

[0111] The cluster profiles **1820**, **1822**, and **1824** show change in mental state as a function of time, and serve as a mental state event temporal signature. The mental state event temporal signature is a measure of how quickly an emotion occurs or dissipates. Some emotions may occur suddenly, such as resulting from a surprise. Other emotions may occur gradually, as a user comprehends a situation unfolding over time. The time span in which a change in emotion occurs can be indicative of the intensity of the emotion. Thus, the mental state event temporal signature can provide valuable information for interpreting human emotion. In embodiments translating of facial content is based on a mental state event temporal signature.

[0112] FIG. **19A** shows example tags embedded in a webpage. The tags embedded in the webpage can be used for image analysis for images collected of an individual, and the image analysis can be performed by a multi-layer system. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images can be received of an individual viewing an electronic display. A face can be identified in an image, based on the use of

classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. Once a tag is detected, a mobile device, a server, semiconductor based logic, etc. can be used to evaluate associated facial expressions. A webpage **1900** can include a page body **1910**, a page banner **1912**, and so on. The page body can include one or more objects, where the objects can include text, images, videos, audio, and so on. The example page body **1910** shown includes a first image, image **1 1920**; a second image, image **2 1922**; a first content field, content field **1 1940**; and a second content field, content field **2 1942**. In practice, the page body **1910** can contain multiple images and content fields, and can include one or more videos, one or more audio presentations, and so on. The page body can include embedded tags, such as tag **1 1930** and tag **2 1932**. In the example shown, tag **1 1930** is embedded in image **1 1920**, and tag **2 1932** is embedded in image **2 1922**. In embodiments, multiple tags are imbedded. Tags can also be imbedded in content fields, in videos, in audio presentations, etc. When a user mouses over a tag or clicks on an object associated with a tag, the tag can be invoked. For example, when the user mouses over tag **1 1930**, tag **1 1930** can then be invoked. Invoking tag **1 1930** can include enabling a camera coupled to a user's device and capturing one or more images of the user as the user views a media presentation (or digital experience). In a similar manner, when the user mouses over tag **2 1932**, tag **2 1932** can be invoked. Invoking tag **2 1932** can also include enabling the camera and capturing images of the user. In other embodiments, other actions are taken based on invocation of the one or more tags. Invoking an embedded tag can initiate an analysis technique, post to social media, award the user a coupon or another prize, initiate mental state analysis, perform emotion analysis, and so on.

[0113] FIG. 19B shows invoking tags to collect images. The invoking tags to collect images can be used for image analysis for images collected of an individual. The collected images can be analyzed for mental states and/or facial expressions. A plurality of images can be received of an individual viewing an electronic display. A face can be identified in an image, based on the use of classifiers. The plurality of images can be evaluated to determine mental states and/or facial expressions of the individual. As previously stated, a media presentation can be a video, a webpage, and so on. A video **1902** can include one or more embedded tags, such as a tag **1960**, another tag **1962**, a third tag **1964**, a fourth tag **1966**, and so on. In practice, multiple tags can be included in the media presentation. The one or more tags can be invoked during the media presentation. The collection of the invoked tags can occur over time, as represented by a timeline **1950**. When a tag is encountered in the media presentation, the tag can be invoked. When the tag **1960** is encountered, invoking the tag can enable a camera coupled to a user device and can capture one or more images of the user viewing the media presentation. Invoking a tag can depend on opt-in by the user. For example, if a user has agreed to participate in a study by indicating an opt-in, then the camera coupled to the user's device can be enabled and one or more images of the user can be captured. If the user has not agreed to participate in the study and has not indicated an opt-in, then invoking the tag **1960** does not enable the camera nor capture images of the user during the media presentation. The user can indicate an opt-in for certain types of participation, where opting-in can be depen-

dent on specific content in the media presentation. The user could opt-in to participation in a study of political campaign messages and not opt-in for a particular advertisement study. In this case, tags that are related to political campaign messages, advertising messages, social media sharing, etc. and that enable the camera and image capture when invoked would be embedded in the media presentation, social media sharing, and so on. However, tags imbedded in the media presentation that are related to advertisements would not enable the camera when invoked. Various other situations of tag invocation are possible. One such usage of tag invocation can include the automatic selection of a representative icon based on a user's facial expression upon invocation of the tag. Thus, when a user interacts with a given web page, a representative icon such as an emoji can be sent with a user message, or suggested to the user for inclusion in a message such as a social media post, as an example.

[0114] FIG. 20 is a system diagram for analysis of image content that can be used with associated manipulation of expression presentation. The system **2000** for analysis of image content can be implemented using a variety of electronic hardware and software techniques. For example, the system **2000** for analysis of image content can be implemented using one or more machines. An example system **2000** is shown for mental state data collection, analysis, and rendering. The system **2000** can include a memory which stores instructions and one or more processors attached to the memory wherein the one or more processors, when executing the instructions which are stored, are configured to: obtain an image of an individual; identify a face of the individual; extract features within the face of the individual; perform facial landmark detection on the face of the individual; and translate facial landmarks, detected during the performing of the facial landmark detection, into a representative icon. The system **2000** can perform a computer-implemented method for image analysis comprising: obtaining an image of an individual; identifying a face of the individual; extracting features within the face of the individual; performing facial landmark detection on the face of the individual; and translating facial landmarks, detected during the performing of the facial landmark detection, into a representative icon.

[0115] The system **2000** can include one or more image data collection machines **2020** linked to an analysis server **2030** and a rendering machine **2040** via the Internet **2010** or another computer network. The network can be wired or wireless, a combination of wired and wireless networks, and so on. Mental state information **2052** can be transferred to the analysis server **2030** through the Internet **2010**, for example. The example image data collection machine **2020** shown comprises one or more processors **2024** coupled to a memory **2026** which can store and retrieve instructions, a display **2022**, and a camera **2028**. The camera **2028** can include a webcam, a video camera, a still camera, a thermal imager, a CCD device, a phone camera, a three-dimensional camera, a depth camera, a light field camera, multiple webcams used to show different views of a person, or any other type of image capture technique that can allow captured data to be used in an electronic system. The memory **2026** can be used for storing instructions, image data on a plurality of people, one or more classifiers, and so on. The display **2022** can be any electronic display, including but not limited to, a computer display, a laptop screen, a net-book screen, a tablet computer screen, a smartphone display, a

mobile device display, a remote with a display, a television, a projector, or the like. Mental state data **2052** can be transferred via the Internet **2010** for a variety of purposes including analysis, rendering, storage, sharing, and so on.

[0116] The analysis server **2030** can include one or more processors **2034** coupled to a memory **2036** which can store and retrieve instructions, and can also include a display **2032**. The analysis server **2030** can receive the mental state information **2052** and analyze the image data using classifiers. The classifiers can be stored in the analysis server, loaded into the analysis server, provided by a user of the analysis server, and so on. The analysis server **2030** can use image data received from the image data collection machine **2020** to produce emoji selection information **2054**. In some embodiments, the analysis server **2030** receives image data from a plurality of image data collection machines, aggregates the image data, processes the image data or the aggregated image data, and so on.

[0117] The rendering machine **2040** can include one or more processors **2044** coupled to a memory **2046** which can store and retrieve instructions and data, and can also include a display **2042**. The display of an emoji **2054** based on the emoji selection information **2054** can occur on the rendering machine **2040** or on a different platform than the rendering machine **2040**. In embodiments, the rendering of the emoji selection information rendering data occurs on the image data collection machine **2020** or on the analysis server **2030**. As shown in the system **2000**, the rendering machine **2040** can receive emoji selection information rendering data **2054** via the Internet **2010** or another network from the image data collection machine **2020**, from the analysis server **2030**, or from both. The rendering can include a visual display or any other appropriate display format.

[0118] The system **2000** can include a computer program product embodied in a non-transitory computer readable medium for image analysis, the computer program product comprising code which causes one or more processors to perform operations of: obtaining an image of an individual; identifying a face of the individual; classifying the face to determine facial content using a plurality of image classifiers wherein the classifying includes generating confidence values for a plurality of action units for the face; and translating the facial content into a representative icon wherein the translating the facial content includes summing the confidence values for the plurality of action units.

[0119] The system **2000** can include a computer system for image analysis comprising: a memory which stores instructions; one or more processors attached to the memory wherein the one or more processors, when executing the instructions which are stored, are configured to: obtain an image of an individual; identify a face of the individual; classify the face to determine facial content using a plurality of image classifiers wherein the classifying includes generating confidence values for a plurality of action units for the face; and translate the facial content into a representative icon wherein the translating the facial content includes summing the confidence values for the plurality of action units.

[0120] Each of the above methods may be executed on one or more processors on one or more computer systems. Embodiments may include various forms of distributed computing, client/server computing, and cloud based computing. Further, it will be understood that the depicted steps or boxes contained in this disclosure's flow charts are solely

illustrative and explanatory. The steps may be modified, omitted, repeated, or re-ordered without departing from the scope of this disclosure. Further, each step may contain one or more sub-steps. While the foregoing drawings and description set forth functional aspects of the disclosed systems, no particular implementation or arrangement of software and/or hardware should be inferred from these descriptions unless explicitly stated or otherwise clear from the context. All such arrangements of software and/or hardware are intended to fall within the scope of this disclosure.

[0121] The block diagrams and flowchart illustrations depict methods, apparatus, systems, and computer program products. The elements and combinations of elements in the block diagrams and flow diagrams, show functions, steps, or groups of steps of the methods, apparatus, systems, computer program products and/or computer-implemented methods. Any and all such functions—generally referred to herein as a “circuit,” “module,” or “system”—may be implemented by computer program instructions, by special-purpose hardware-based computer systems, by combinations of special purpose hardware and computer instructions, by combinations of general purpose hardware and computer instructions, and so on.

[0122] A programmable apparatus which executes any of the above mentioned computer program products or computer-implemented methods may include one or more microprocessors, multi-core microprocessors, microcontrollers, embedded microcontrollers, programmable digital signal processors, programmable devices, programmable gate arrays, programmable array logic, memory devices, application specific integrated circuits, or the like. Each may be suitably employed or configured to process computer program instructions, execute computer logic, store computer data, and so on.

[0123] It will be understood that a computer may include a computer program product from a computer-readable storage medium and that this medium may be internal or external, removable and replaceable, or fixed. In addition, a computer may include a Basic Input/Output System (BIOS), firmware, an operating system, a database, or the like that may include, interface with, or support the software and hardware described herein.

[0124] Embodiments of the present invention are neither limited to conventional computer applications nor the programmable apparatus that run them. To illustrate: the embodiments of the presently claimed invention could include an optical computer, quantum computer, analog computer, or the like. A computer program may be loaded onto a computer to produce a particular machine that may perform any and all of the depicted functions. This particular machine provides a means for carrying out any and all of the depicted functions.

[0125] Any combination of one or more computer readable media may be utilized including but not limited to: a non-transitory computer readable medium for storage; an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor computer readable storage medium or any suitable combination of the foregoing; a portable computer diskette; a hard disk; a random access memory (RAM); a read-only memory (ROM), an erasable programmable read-only memory (EPROM, Flash, MRAM, FeRAM, or phase change memory); an optical fiber; a portable compact disc; an optical storage device; a magnetic storage device; or any suitable combination of the foregoing. In the context of this

document, a computer readable storage medium may be any tangible medium that can contain or store a program for use by or in connection with an instruction execution system, apparatus, or device.

[0126] It will be appreciated that computer program instructions may include computer executable code. A variety of languages for expressing computer program instructions may include without limitation C, C++, Java, JavaScript™, ActionScript™, assembly language, Lisp, Perl, Tcl, Python, Ruby, hardware description languages, database programming languages, functional programming languages, imperative programming languages, and so on. In embodiments, computer program instructions may be stored, compiled, or interpreted to run on a computer, a programmable data processing apparatus, a heterogeneous combination of processors or processor architectures, and so on. Without limitation, embodiments of the present invention may take the form of web-based computer software, which includes client/server software, software-as-a-service, peer-to-peer software, or the like.

[0127] In embodiments, a computer may enable execution of computer program instructions including multiple programs or threads. The multiple programs or threads may be processed approximately simultaneously to enhance utilization of the processor and to facilitate substantially simultaneous functions. By way of implementation, any and all methods, program codes, program instructions, and the like described herein may be implemented in one or more threads which may in turn spawn other threads, which may themselves have priorities associated with them. In some embodiments, a computer may process these threads based on priority or other order.

[0128] Unless explicitly stated or otherwise clear from the context, the verbs “execute” and “process” may be used interchangeably to indicate execute, process, interpret, compile, assemble, link, load, or a combination of the foregoing. Therefore, embodiments that execute or process computer program instructions, computer-executable code, or the like may act upon the instructions or code in any and all of the ways described. Further, the method steps shown are intended to include any suitable method of causing one or more parties or entities to perform the steps. The parties performing a step, or portion of a step, need not be located within a particular geographic location or country boundary. For instance, if an entity located within the United States causes a method step, or portion thereof, to be performed outside of the United States then the method is considered to be performed in the United States by virtue of the causal entity.

[0129] While the invention has been disclosed in connection with preferred embodiments shown and described in detail, various modifications and improvements thereon will become apparent to those skilled in the art. Accordingly, the foregoing examples should not limit the spirit and scope of the present invention; rather it should be understood in the broadest sense allowable by law.

What is claimed is:

1. A computer-implemented method for image analysis comprising:

- obtaining an image of an individual;
- identifying a face of the individual;
- classifying the face to determine facial content using a plurality of image classifiers wherein the classifying

- includes generating confidence values for a plurality of action units for the face; and
- translating the facial content into a representative icon wherein the translating the facial content includes summing the confidence values for the plurality of action units.
- 2. The method of claim 1 wherein the summing includes a weighted summation of the confidence values.
- 3. The method of claim 2 wherein the summing includes negative weights.
- 4. The method of claim 1 further comprising performing alignment on the face that was identified.
- 5. The method of claim 4 further comprising performing normalization on the face that was identified.
- 6. The method of claim 5 wherein the performing normalization includes resizing the face.
- 7. (canceled)
- 8. The method of claim 1 further comprising determining regions within the face of the individual.
- 9. The method of claim 8 further comprising performing a statistical mapping for the regions within the face into the facial content.
- 10. The method of claim 9 wherein the translating the facial content is based on the statistical mapping.
- 11-20. (canceled)
- 21. The method of claim 1 wherein the identifying further comprises identifying a second face within the image.
- 22. The method of claim 21 further comprising providing a second representative icon for the second face.
- 23. The method of claim 8 wherein the translating is based on motion of the regions.
- 24-26. (canceled)
- 27. The method of claim 1 wherein the image is one image from a series of images of the individual.
- 28. The method of claim 27 wherein the series of images comprises a video of the individual.
- 29. The method of claim 28 further comprising tracking the face within the video.
- 30. The method of claim 29 further comprising tracking a second face within the video.
- 31. (canceled)
- 32. The method of claim 27 further comprising picking a most emoted image from the series of images and performing the translating for the most emoted image.
- 33. The method of claim 1 wherein the representative icon includes an emoji.
- 34. (canceled)
- 35. The method of claim 33 wherein the emoji includes an animated image.
- 36. (canceled)
- 37. The method of claim 33 wherein the representative icon represents an emotional state for the individual.
- 38. The method of claim 33 wherein the emoji includes information on gender, age, or ethnicity.
- 39. The method of claim 38 wherein the gender, age, or ethnicity is detected by analyzing the image.
- 40. The method of claim 1 further comprising transmitting the representative icon within a social media context.
- 41-43. (canceled)
- 44. The method of claim 1 wherein the translating is based on a mental state event temporal signature.
- 45. The method of claim 1 further comprising:
 - defining a region of interest (ROI) in the image that includes the face;

extracting one or more histogram-of-oriented-gradients (HoG) features from the ROI; and
 computing a set of facial metrics based on the one or more HoG features.

46. The method of claim 1 further comprising:
 identifying multiple human faces within the image;
 defining a region of interest (ROI) in the image for each identified human face;

extracting one or more histogram-of-oriented-gradients (HoG) features from each ROI; and
 computing a set of facial metrics based on the one or more HoG features for each of the multiple human faces.

47. The method of claim 1 wherein the translating includes detection of one or more of sadness, stress, happiness, anger, frustration, confusion, disappointment, hesitation, cognitive overload, focusing, engagement, attention, boredom, exploration, confidence, trust, delight, disgust, skepticism, doubt, satisfaction, excitement, laughter, calmness, curiosity, humor, poignancy, or mirth.

48. A computer system for image analysis comprising:
 a memory which stores instructions;
 one or more processors attached to the memory wherein the one or more processors, when executing the instructions which are stored, are configured to:

obtain an image of an individual;
 identify a face of the individual;
 classify the face to determine facial content using a plurality of image classifiers wherein the classifying includes generating confidence values for a plurality of action units for the face; and
 translate the facial content into a representative icon wherein the translating the facial content includes summing the confidence values for the plurality of action units.

49. A computer program product embodied in a non-transitory computer readable medium for image analysis, the computer program product comprising code which causes one or more processors to perform operations of:

obtaining an image of an individual;
 identifying a face of the individual;
 classifying the face to determine facial content using a plurality of image classifiers wherein the classifying includes generating confidence values for a plurality of action units for the face; and
 translating the facial content into a representative icon wherein the translating the facial content includes summing the confidence values for the plurality of action units.

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